

V.H. B5

Dallas

RAM

50c

Advertising  
& Selling



MAY 1946



Modern

OUR BIV  
IN THE ME  
By Dr  
Alex  
vs. th

JUNE 1948  
**40th Anniversary**  
Dallas Advertising League

Y EVENING

ST

MAY 18, 1948

LIFE

JOHN A. **SCOTT Co.**

TYPOGRAPHERS  
DALLAS, TEXAS  
RIVERSIDE-6766

**PHOTOPROOF**

JOHN A.

JOHN A. **SCOTT Co.**

**PHOTOPROOF**

TYPOGRAPHERS  
DALLAS, TEXAS  
RIVERSIDE-6766

JOHN A. **SCOTT Co.**

JOHN A. **SCOTT Co.**

TYPOGRAPHERS  
DALLAS, TEXAS  
RIVERSIDE-6766

**PHOTOPROOF**

JOHN A. **SCOTT Co.**



**We really watch  
our  
P's and Q's**

... and we know our **A B C's**  
about **TYPOGRAPHY**

Regular Sherlocks... our proof readers! Yes — and this same careful double-check method is typical of every Scott job... from incoming copy sheet to okayed repro proof. Fine typography is an art... and we're keeping pace with all new developments. The most modern type faces are yours for the asking.

... And our pick-up and delivery service is the envy of Mercury himself!

**JOHN A. SCOTT CO., INC.**

*Complete Typographic Service*

2812 TAYLOR STREET DALLAS, TEXAS

JOHN A. **SCOTT Co.**

TYPOGRAPHERS  
DALLAS, TEXAS  
RIVERSIDE-6766

**PHOTOPROOF**





NEW HOME OF THE DALLAS MORNING NEWS

## Boosting Dallas as an ADVERTISING and MARKETING CENTER

THE DALLAS MORNING NEWS, in addition to providing the Southwest with great advertising media—newspaper and radio—has ever given active support to advertising men and women and to the improvement of the standards of their calling.

\* \* \* \*

OUR PART in the organization of the Dallas Advertising League and in staging the great Ad Clubs of the World Convention in 1912 is well known. The Oldest Business Institution in Texas has been perhaps a greater single factor in building Dallas as an advertising and marketing center than any other single concern.

*Foreseeing ever-increasing possibilities for Dallas and Texas, The Dallas Morning News is showing its confidence by building one of the most modern newspaper plants in America.*

### The Dallas Morning News

*Texas' Leading Newspaper*



## BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1872 HUEY & PHILP**  
Wholesale Hardware

**1872 WAPLES-PLATTER  
COMPANY**  
White Swan Fine Foods

**1874 BOLANZ &  
BOLANZ**  
Real Estate and Insurance

**1876 CHAS. L. DEXTER  
& CO.**  
Insurance  
Oldest Agency in Dallas

**1878 NATIONAL BANK  
OF COMMERCE**  
Banking

**1879 CLARKE & COURTS**  
Retail Stationers  
Lithographers, Printers and  
Engravers

**1885 LAWTHER-  
MEADOWS MILLS**  
Manufacturers of Poultry and  
Stock Feeds

Established

**1888 SUTTON, STEELE &  
STEELE, Inc.**  
Engineers and Manufacturers  
Specific Gravity, Electrostatic  
and Centrifugal Separators

**1889 WATSON  
COMPANY**  
Contractors and Builders

**1891 SOUTHWESTERN  
PAPER COMPANY**  
"Everything in Paper"

**1892 EXLINE-LOWDON  
CO.**  
Lithographers and Printers

**1892 THE EGAN  
COMPANY**  
Printing, Lithographing and  
Embossed Labels

**1893 ORIENTAL LAUNDRY  
COMPANY**  
Finer Laundering, Sanitizing  
Cleaning and Fur Storage

**1894 GRAY & GRAHAM  
COMPANY**  
Designers of Men's Fine Clothes



When Exline-Lowdon Company began business in 1892 in a shop at Main and Field as virtually a one-man operation of M. P. Exline, founder and proprietor, downtown Dallas looked much like the 1900 street scene pictured above. By the time of the organization of the Dallas Advertising League in 1908, Exline-Lowdon had expanded into a larger plant at Poydras and Commerce directly across from the present location of another pioneer printing concern, the Dorsey Company. In its early days, Exline-Lowdon pioneered the selling of carbon paper in Dallas as a substitute for the old system of keeping all letter files in what were known as "copy books." Carbon paper and cotton tags comprised the first business of Mr. Exline. During its long history, the firm has occupied a number of downtown locations and made one brief out-of-town venture by locating for a time in Fort Worth. Moving to its present location at 1818 South Ervay in 1922, Exline-Lowdon today ranks among Dallas's foremost lithographers and printers, specializing in bank work, insurance policies, direct mail, and various types of color printing. J. G. Lowdon, Sr., is chairman of the board, and his son, J. G. Lowdon, Jr., is president and secretary. A. L. Exline, son of the founder, is vice president and treasurer.

Established

**1896 BRIGGS-WEAVER  
MACHINERY CO.**  
Industrial Machinery and  
Supplies

**1897 ANDERSON  
FURNITURE CO.**  
Dallas' Oldest Furniture Store

**1898 LANG'S FINE  
FLOWERS**  
The Southwest's Foremost Florists  
Decorators, Nursery Landscape  
Service

Established

**1898 THE PRAETORIANS**  
Life Insurance Service

**1898 HAVERTY FURNI-  
TURE CO.**  
Furniture

**1899 OLIVE & MYERS  
MFG. CO.**  
Manufacturers and Jobbers of  
Bedroom and Living Room Furniture  
... Bed Springs and Mattresses.

**1900 AUSTIN BROS.  
STEEL COMPANY**  
Steel for Structures of Every Kind





CLIFTON BLACKMON . . . . . Editor  
 THOMAS J. McHALE . . . Advertising Manager  
 MARY FLETCHER CAVENDER, Editorial Assistant  
 JAMES F. MARSHALL . . . Advertising Assistant



Member, Southwestern Association of Industrial Editors;  
 International Council of Industrial Editors.

## DALLAS CHAMBER OF COMMERCE

### OFFICERS

**President**  
 D. A. HULCY  
**Vice Presidents**  
 AUSTIN F. ALLEN  
 EDGAR L. FLIPPEN  
 J. L. LATIMER  
**Vice President and General Mgr.**  
 J. BEN CRITZ  
**Treasurer**  
 OSCAR C. BRUCE  
**National Councilor**  
 GEORGE WAYERLEY BRIGGS

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 J. C. TENISON  
 R. L. THORNTON  
 PEYTON L. TOWNSEND  
 W. G. VOLLMER  
 EARLE WYATT

### STAFF

**General Manager**—J. Ben Critz  
**Business Mgr.**—Sam Tobolowsky  
**Cashier**—Velma Boswell  
**Conventions**—Z. E. Black  
**Foreign Trade**—Ray Jenkins  
**Highways**—R. M. Cliff  
**Industrial**—Thomas W. Finney  
**E. N. Kerr**  
**Information**—Jay Little  
**Manufacturers and Wholesalers**  
 Mark Hannon  
**Membership**—Hugh Sawyer  
**Publicity**—Clifton Blackmon  
 Mary Fletcher Cavender  
**Retailers**—R. C. Dalbin  
**Transportation**—Sam Goodstein  
 Gus Andrews  
**Washington Office**—Dale Miller

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## SKYWARD with Water

As Texas grows industrially, her demands on ground water increases—and increases.

From Orange to El Paso—from the Red to the Rio Grande—Layne-Texas engineers, for over a half century, have proved their ability to install well water systems, AND GUARANTEE THEIR PERFORMANCE.

Plan your future water needs NOW—and let us help you.

THE  
 LAYNE-TEXAS  
 Co., Ltd.

HOUSTON • DALLAS

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# ur roots go deep . . .

The First National Bank is firmly rooted in the community life of the city it serves, having grown with Dallas since 1875. These years of service have given the First a valuable background of experience and knowledge—a keen awareness of the needs of this area.

That is why the First can give you *specialized service* for all your financial needs . . . that is why the First is the leading bank in the Southwest.

**First National Bank**  
**in Dallas** MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## The Diplomatic War

A DECEPTIVE veil of tranquillity seems to have settled over Soviet-American relations in recent weeks, and many Americans who generally are well-informed have reached a conclusion that the situation has somewhat improved. Behind the scenes in Washington, however, those who are continuously at grips with this problem entertain no such delusions. It is true that "incidents" have made the headlines less frequently, but there are reasons to account for this circumstance. Actually there has been no slackening of the cold war. Emphasis has merely been shifted from what might be described as the pressure front to the diplomatic front, and Washington insiders will privately admit that in this phase of psychological warfare the United States recently has fared none too well.



DALE MILLER

The United States and Great Britain scored an impressive diplomatic coup several weeks ago with the dramatic proposal that Trieste be returned to Italy and the success of that strategy was subsequently demonstrated by the Italian election returns; but since that time there is evidence that Russia is recapturing the diplomatic offensive. Our own consummate bungling of the Palestine issue has contributed much to our loss of prestige throughout the world, and the fact that we are in sharp disagreement with the British on this question is having the effect of undermining the confidence of smaller nations in the unity and strength of the western democracies. And without that confidence our European Recovery Program will be seriously enervated.

Another diplomatic joust in which we scarcely distinguished ourselves took place last month when the Russian Government adroitly distorted an enunciation of American foreign policy advanced

had merely reiterated our position that by our ambassador to Russia. The latter we would continue firmly to strengthen the nations of central and western Europe but that such a policy implied no acts of hostility toward the Soviet Government. The Russians ignored the first half of the statement and abruptly gave international publicity to the second as a "peace overture" from the United States which they accepted in pious good faith. No such overture was intended, of course, nor had any act of Russia justified such a gesture, and Washington was compelled to rebuke Moscow for its misconstruction of American foreign policy; yet our Government had been maneuvered into a position of declining to talk peace.

Matters then got worse when Stalin, using Henry Wallace as his mouthpiece, proposed direct peace talks, and again our Government was compelled to say "No," particularly since it would have been unthinkable in any event to permit Wallace to be the instrument of bringing Russia and the United States together. We were forced to fall back on the contention that any such discussions must be held multilaterally within the framework of the United Nations, which again is consistent with American foreign policy; yet the prospect of many nations participating in a cacophonous dispute involving two great adversaries is less appealing to world opinion than that of the principals themselves endeavoring to compose their differences across the conference table, and Stalin was doubtless fully aware of that psychological fact.

It is probably true that our Government reacted in the only way consistent with a realistic foreign policy. Certainly there is no evidence that Russia has in the slightest deviated from its course, and any peace talks not only would have proved futile but would also have provided a screen for Russian machinations as long as the conferences could have been prolonged. So there is little reason to quarrel with the performance of our diplomatists. Despite all this, however,

Washington insiders glumly admit that the United States did not "look good" in this diplomatic collision. Russian propaganda has long charged the United States with warmongering, and these incidents did maneuver us into a refusal to "talk peace".

Meanwhile, Congress was enacting legislation which unwittingly gave further sustenance to Soviet propaganda. Hundreds of millions of dollars were appropriated for a greatly expanded air force and for the construction of the largest aircraft carrier ever built. There can be little question that this legislation was desirable and perhaps essential, but a great air force and a huge carrier are instruments not of defensive protection but of offensive war, and the overwhelming endorsement given these proposals in Congress, at a time when the Administration was turning its back on Russian peace proposals, was susceptible of interpretation as military aggressiveness.

These developments should in no wise suggest that the United States is "losing" the cold war. On the contrary, results cumulative over a period of the past many months justify the belief that American foreign policy may be succeeding in its objective of restraining communism. But these episodes should serve to demonstrate that psychological warfare is continuous and relentless, and it would be a grave error indeed to underestimate its importance. The little nations of Europe, caught so often in the cross-fire of big powers, are sensitive to every subtle change in the grim ideological struggle for dominion over the earth; and their own insecure political systems are responsive to the psychological advantage which may rest with one of the great antagonists today and with the other tomorrow.

It is this situation involving the tempestuous insecurity of small countries which is causing the deepest concern behind the scenes in Washington. Many experienced leaders in Washington feel that the danger of actual war lies not so much in any overt act which Russia itself might commit, but rather in turbulent incidents which might be provoked by political struggles in the smaller nations. That is why there is such a desperate urgency in this diplomatic war. Propaganda can shape the destiny of a world.

O. L. DOUD, who has been general manager and treasurer of the Silver Fleet Motor Express, Inc., at Louisville, Ky., has been named secretary-treasurer of Southern Express, Inc., at Dallas.

**EARLY-DAY  
STYLE** both in  
advertising design  
and fashions is  
reflected in this  
advertisement  
published more  
than a quarter of  
a century ago by  
Volk Brothers  
Company.



**D**ALLAS is an advertising town. Advertising ranks high on Dallas' list of major business assets, not merely alphabetically but more particularly because Dallas has advertising know-how, plus all of the facilities for effective use of this key tool of trade.

There are two ways of looking at the impressive aggregates that express the dimensions of Dallas as an advertising center. On the one hand, there is the volume of goods that advertising helps

## DALLAS'

# Advertising Asset

City's Top-Rank Position in Southwest Stems From Two Factors: Know-How and Completeness of Production Facilities

By Tom McHale

to distribute—\$632,856,000 in retail sales in Dallas last year; \$1,300,682,000 in wholesale sales, a magnificent monument to the power of advertising.

On the other hand, there is the money value of the business of advertising itself—supply expenditures and payrolls running into millions of dollars annually, plus investments. Moreover, the tremendous intangible assets represented by the combined experience of Dallas advertising men and women and the technical know-how of Dallas craftsmen in the graphic arts and allied industries cannot be calculated in terms of dollars.

The observance by the Dallas Advertising League this month of its fortieth an-

niversary points up the fact that Dallas' merchants decided early in the growth of the still comparatively young city that it should be an advertising center. From the time of the League's beginning, the advertising business has continued to expand as one of the major factors in the phenomenal growth of Dallas. Advertising experience and know-how, craftsmanship, tools, and plant equipment represent a sizeable segment of Dallas' overall business structure. Smart advertising coupled with astute merchandising practices has sparked many activities that have accelerated Dallas' transition from village to town to metropolis and distribution center of the Dallas Southwest.

Advertising is big business in Dallas today, directly and indirectly affecting the welfare of almost every business and industrial organization in the city; and yet, with several notable exceptions, Dallas' advertising structure is the sum total of many relatively small firms. When the Dallas Advertising League was founded 40 years ago, the business of advertising was relatively simple. No towers of 50,000-watt radio stations or neon spectacles stood out on the Dallas skyline. The development of Dallas as a metropolitan advertising center roughly parallels the life of the League, and many of the men associated with its founding and early development were the pioneers who laid the foundations that underlie the extensive enterprise that Dallas advertising is today.

Agencies and artists, engravers and typographers, letter-press and offset printers, newspapers, publishing houses, ra-

ard Kanatzar, and Raymond Wiley. Hold-over directors are Vivian Brady, Hilda LeBlanc, Joseph S. Linz, Thomas J. McHale, James C. McMains, Duffield Smith, and L. C. Roberts.



**Moves to Dallas.** E. P. (Tommy) Thomas, president of Advertising, Inc., which he established six years ago in Fort Worth, has moved to Dallas to take personal charge of the expanded operations of the Dallas office, 2719 McKinney, opened a year ago. Associated with Mr. Thomas in the Dallas office is Thomas W. Helzer, vice president of Advertising, Inc., who has had 10 years of advertising agency and production experience in Baltimore, Philadelphia, and York, Pa.



**Heads Advertising League.** W. A. (Bill) Roberts, commercial manager of Radio Station KRLD, has been moved up from first vice president to the presidency of the Dallas Advertising League as successor to L. C. (Bob) Roberts, Lone Star Gas Company. Other officers are P. M. Rutherford, first vice president; Mrs. Jerry Porter, second vice president; and Clifton Blackmon, secretary-treasurer. New directors named for two-year terms are Maurine Block, Burke Gilliam, Rich-





**Advertising Agency Organizers.** George S. Lannan, right, and J. M. Sanders, left, have formed the new Dallas advertising agency of Lannan & Sanders, Inc., which has been appointed national advertising representative for all companies of the Transcontinental Bus System, comprising the four principal operating companies, Continental Trailways, Dixie Trailways, Santa Fe Trailways Eastern Lines, and Santa Fe Trailways Western Lines and their subsidiaries. Both Mr. Lannan, president of the new agency, and Mr. Sanders, executive vice president, have been active in bus transportation and advertising agency work for 16 years.

radio stations, outdoor poster organizations, neon and enameled sign plants, motion picture studios, radio talent bureaus, direct mail firms, photographers, electrotypers, cartoon syndicates, novelty firms, paper houses, silk screen processors, and specialty concerns make up only a part of the list of Dallas advertising businesses. Add to these the advertising staffs of Dallas department stores, public utilities, industrial firms, and such organizations as newspaper and radio representatives, trade publications, printing equipment and supply houses, model studios, and many another type of firm, and one begins to realize the ramifications of a many-sided business that has moved Dallas into the role of a great center of advertising in the Southwest.

Coordinating this complex structure of modern advertising in Dallas and other metropolitan centers is the modern advertising agency. Perhaps the most significant phase of Dallas' post-war growth as an advertising center has been its expansion in the agency field. This is reflected in the growth of established firms as well as the introduction to Dallas of new agency names. The expansion of Dallas advertising agencies on a regional and national basis represents success



**DSIMC President.** Nathe P. Bagby, executive vice president of the Dallas advertising agency of Leche & Leche, is president of the Dallas-Southwest Industrial Marketing Council, newly organized as the North Texas chapter of the National Industrial Advertisers' Association. Other officers are: E. J. Whetzle, first vice president; J. Neal Ferguson, second vice president; Kenneth McCain, secretary; and James C. McMains, treasurer.

stories of individual clients advancing from purely local distribution to re-

gional and national market coverage. This evidences a general use of the professional sales approach and the passing of the "good old days" when advertising copy was often scribbled on the backs of envelopes.

Within Dallas' advertising agencies are specialists in merchandising and marketing, consumer research, radio program production, copy and art production, the buying of printing, engraving, radio time, publication and outdoor space, signs, and many other phases of advertising. The 75-odd agencies in Dallas today range all the way from one-man outfits to complete agency operations. Around the account executives in these agencies revolves a major part of Dallas' advertising teamwork. The development of Dallas as a center of metropolitan agency service has not only played an important part in maintaining Dallas' competitive leadership by producing results for clients in the Southwest, but also has been a definite factor in helping to enhance the reputation of Dallas for the technical excellence of its advertising services.

Dallas' real leadership in Southwest advertising is based on the quality of its advertising production more than on the number and size of the units in any classification. For example, Dallas is the home of Jaggers-Chiles-Stovall, Inc., generally recognized as the leading composers of the Southwest, serving clients not only in Dallas but throughout the Southwest and even at many points beyond this region. The excellence of Jaggers-Chiles-Stovall typography has not only led to the expansion of this service industry on a regional basis but has stimulated the organization of other composition firms. The high standard of Dallas engraving is another case in point. Also, the excellence of color production in Dallas plants has resulted in rapid expansion of this phase of the graphic arts industry. The same can be said for Dallas' expansion as a center for advertising art. The quality of production in the various agencies, some 40 free-lance studios, and the cooperative efforts of the artists themselves have brought new recognition of Dallas as an art center.

In the evolution of Dallas advertising, pioneers in the commercial printing industry introduced many innovations that are directly responsible for the reputation Dallas enjoys today for outstanding creative printing. Although a few other cities in the Southwest can possibly point to individual printing plants larger than any in Dallas, diversification gives Dallas



**Advertising Director.** Marshall S. Cloyd, assistant vice president of the First National Bank of Dallas, has become advertising and public relations director as successor to Jordan C. Ownby, who because of ill health has resigned as vice president in charge of advertising and public relations. An Army Air Forces veteran, Mr. Cloyd became associated with Jonas S. Touchstone in the firm of Touchstone-Cloyd & Associates, life insurance brokers, soon after returning to civilian life, and then joined the First National Bank in November, 1947. After his graduation from Southern Methodist University in 1934, he attended the Harvard Graduate School of Business Administration.

the leadership in the graphic arts industry. In this field in Dallas there are 187-odd firms which together have approximately 1,800 employees and do an estimated annual business of \$12,000,000. This classification includes printers, lithographers, photo and steel-plate engravers, electrotypers, binderies, typesetters, and trade compositors. Employees of this group are among the highest paid workers in Dallas.

Dallas newspapers, with imposing plants and large organizations, represent the major exception to Dallas' advertising pattern of many relatively small firms. The Dallas Morning News, the oldest business institution in Texas, has a new building under construction which will require an estimated expenditure of \$6,000,000. The Dallas Times Herald is now completing a major expansion program in its modern newspaper plant. The combined equipment and personnel of

these two organizations represent, perhaps, the greatest single segment of Dallas advertising. Both newspapers rank in the forefront of Southern advertising. The Times Herald for many years has led the South in local display lineage, and the Dallas News has been recognized through the years for its pioneering in many fields in the community interest. Many persons who are contributing substantially to the present-day advertising and business leadership of Dallas gained their initial experience as members of the staffs of the News and the Times Herald.

The inauguration recently at Dallas of the Southwestern edition of the Wall Street Journal was another step in the development of Dallas as an advertising center, along with the moving to Dallas from Chicago of the printing of the 83-year-old Publishers' Auxiliary, now being produced in the Dallas plant of the Western Newspaper Union.

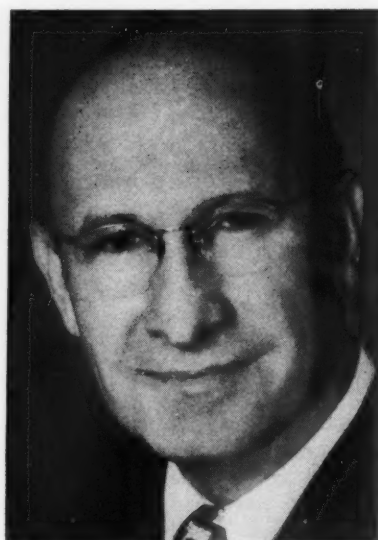
Dallas' position is further enhanced as an advertising center by publication or representation facilities of some 70 magazines and newspapers. Farm and Ranch and Holland's Magazine are among the oldest and largest of the Dallas-published magazines. These publications have the only color plant in the South. Dallas is

the publication headquarters of the Petroleum Engineer, with a world-wide circulation to the oil industry. Other trade publications printed in Dallas include Cotton and Cotton Oil Press, Drilling, Cosmetics, Dallas Fashion and Sportswear, Southern Flight, Southern Pharmaceutical Journal, Southwest Hardware & Implement Journal, Southwestern Purchaser, Texas Bankers' Record, and Southwest Retailer. Church papers, neighborhood papers, and other special publications all play a part in adding to the stature of Dallas as an advertising center.

Dallas is nationally recognized as one of the nation's key centers of radio advertising. Three major full-time stations—WFAA, KRLD, and the municipal station, WRR—were among the pioneer stations of the Southwest region. Dallas also has three outstanding daytime stations—KSKY, KIXL, and KLIF. The development of radio has brought to Dallas transcription studios, talent bureaus, radio network representatives, technical services, suppliers, and other services necessary to sustain this modern advertising medium that has grown to giant proportions during the last quarter of a century.

Dallas has recently developed into a

(Continued on Page 12)



**Advanced by Byer-Rolnick.** Irving Pierce, left, who for the last nine years has been advertising manager of the Byer-Rolnick Company of Garland, Dallas County, has been named sales manager, and Robert J. (Bob) Roth, right, director of radio and promotion for the last two and a half years, has been appointed advertising and promotion manager. Mr. Pierce will now devote his full time to the sales management department he established as director of the company's advertising. Before joining Byer-Rolnick and prior to five years in military service, Mr. Roth was a radio program producer and advertising executive.

# Beyond the call of Duty . . . . .

In advertising as in any other field of endeavor the difference between the leader and the ordinary is extra effort in addition to that required to do a "satisfactory" job.

As this is written one TLC representative is travelling the state in the development of a TLC originated idea *that will bring new industries to Texas.*

Three other men are planning the introductory promotion on a new type of neckwear. This new idea in neckwear for sports shirts was designed and patented at TLC. It will be manufactured locally. *A new Dallas industry will result.*

Another man is calling on shoe stores. Another is riding a route for one of our food accounts—talking to dealers and consumers at the point of sale. *Object, more effective merchandising of our client's products.*

Still another TLC account man is en route to Chicago where, by invitation, he will address a group of Junior Chamber of Commerce leaders in behalf of a proposed international organization of young farmers. *A new hope for International understanding.*

Always at TLC such projects are under way. For 35 years TLC has served "beyond the call of duty." We like to feel that is the reason we are privileged to serve so many of the Southwest's leading industries—many of whom we have served from their early beginnings in advertising.

**TRACY-LOCKE CO., Inc.**

*Advertising*

1307 PACIFIC AVE.

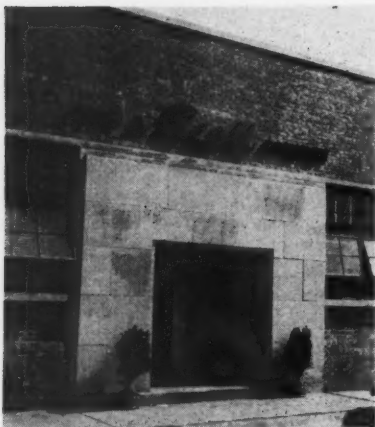
DALLAS

## An Agency Is Known By The Clients It Keeps

The Borden Company—Southern Division (1915)  
Dr. Pepper Company (1926)  
Imperial Sugar Company (1926)  
Mrs. Baird's Bakeries (1929)  
Republic National Bank of Dallas (1939)  
Dallas Grand Opera Association (1939)  
Continental Supply Company (1940)  
Geophysical Service, Inc. (1940)  
Neuhoff Bros., Packers (1940)  
TexTan of Yoakum (1940)  
Alan W. Bowser (1942)  
Haggar Company (1942)  
Byer-Rolnick Hats (1944)  
Blue Cross, Group Hospital Service of Texas (1944)  
Radio Station WRRF, North Carolina (1944)  
Burrus Mill & Elevator Company (1945)  
Radio Station KRLD (1946)  
Ben Pearson, Inc., Little Rock, Arkansas (1946)  
Carbisulphoil Company, Dallas (1946)  
Huey & Philp, Dallas (1946)  
Carothers & Company, Dallas (1946)  
Stith Mounts, San Antonio (1946)  
King Candy Company, Fort Worth (1947)  
Sche-Rose Corporation, Dallas (1947)  
Luscombe Airplane Corporation, Garland (1947)  
Cerveceria Cuauhtemoc, S. A., Monterrey, Mexico (1947)  
Marvin Blake Company, Dallas (1947)  
Scientific Creations, Inc., Indianapolis, Indiana (1948)







**Modern Typography Plant.** John A. Scott Company, Inc., one of Dallas' top-rank typographers, occupies a modern plant at 2812 Taylor Street, which the



firm moved into early in 1947. The entrance to the one-story structure, which is leased by the Scott organization, is pictured above at left. The building of concrete and brick construction provides space for facilities for complete typographic service.

The interior view above shows a bat-

tery of type-setting machines at right and other equipment valued at approximately \$100,000. Pictured at the desk at left is H. S. Hill, foreman of the composing room. John A. Scott is president of John A. Scott Company, T. E. Henry is vice president, and Marvin T. Scott is secretary-treasurer.

### Dallas' Advertising Asset

(Continued from Page 10)

major center for syndicated cartoon advertising, with the Universal Features Advertising Company moving to Dallas from New York and the entrance of the McAlister Company. The opening of headquarters of Bobbett Advertising Service has given Dallas new growth as a national center for transportation advertising. The entrance into Dallas of the Packer Organization through purchase of United Advertising Corporation brings one of the largest outdoor advertising operators in America into this area already served by Middleton and others. The \$1,000,000 plant expansion of Textile, Inc., means added growth for Dallas as a center for porcelain enamel sign production and neon sign manufacture, with Outdoor Electric Advertising Company and others engaged in the production of neon spectaculars, theater signs, store fronts, and outside and inside displays.

Dallas concerns also include silk screen processors, decalcomania plants, and organizations for the production of special theater advertising.

Dallas is also a center for the manufacture and distribution of advertising novelties, such items as calendars, special novelties, and pencils.

A substantial part of Dallas' prestige in advertising stems from its department store leadership. The quality and effectiveness of Dallas department store advertising are nationally recognized and is reflected throughout Dallas' retail advertising field. The able men and women

(Continued on Page 63)



**New Advertising Partners.** Ray D. Barrett, left, has resigned as assistant to the director of advertising and public relations of the First National Bank to become associated with R. L. Madden, right, in the firm of Madden-Barrett, Inc., Advertising, 2022 Ross Avenue, formerly known as Madden-Eckels, Inc. Mr. Barrett, who has been active in the advertising field since 1942 and formerly was director of advertising for the Southland Life Insurance Company, is vice president of Madden-Barrett. Mr. Madden, who founded the firm in 1945 after serving several national advertising agencies, is president.

# formula for Success

(in the Advertising world)



\*From Big "D", our salesmen carry our advertising features to every corner of the United States. Of necessity, most of our growth must be out of Dallas and Texas, but "with Headquarters in Dallas", our growth is symbolic of the expanding indus-

try and potentialities of Big "D" and the great southwest.

Our formula has been the same as with most others in the advertising field, but "with Headquarters in Dallas", we couldn't miss! (And we didn't).

LEADING THE NATION IN CARTOON ADVERTISING  
FROM THE HEART OF BIG "D"

## Universal Features Advertising Co.

CONSTRUCTION BLDG.

DALLAS



## Dallas News Spotlights Community Assets in New National Advertising Series

**F**OR national advertisers who want to reach it, the Dallas market is much more than the 490,000-odd home-town customers who shop in the city's stores, flock to its movies, dance in its night clubs, and patronize many another of its business concerns.

The bigness of the Dallas market stems also from the thousands of out-of-towners who come many miles to enjoy its Starlight Operetta, attend its State Fair, regain health in its hospitals, and purchase its merchandise and services.

So points up the Dallas Morning News in a new series of national advertisements which, running currently in business-market publications, are doing double duty by selling the Dallas community to the nation's advertisers along with what the News has to sell—advertising space.

Consistent with the News' long-time policy of promoting its community along with itself, the present series gets down to cases with the theme, "They Come Many Miles," and turns the spotlight on specific Dallas institutions and industries. So

far advertisements have been devoted among other subjects to Dallas' Metropolitan Grand Opera season, its retail stores, its hospitals. Others to follow will feature such Dallas business and cultural assets as the Starlight Operetta, the Dallas Symphony Orchestra, and the State Fair of Texas.

Running on a monthly schedule, the advertisements are appearing in such business-market magazines as Advertising Age, Printers' Ink, Tide, Food Trade Reporter, Sales Management, Advertising and Selling, Standard Rate and Data, Editor and Publisher, and Automotive News.

Tying the out-of-city part of the Dallas market to its city limits portion to portray its full reach, the "copy" of a typical ad in the series reads in part: "They come many miles to visit Dallas' famous stores . . . but at home they read the Dallas News. The retail shops and stores of Dallas sell over \$425 million dollars' worth of good things a year . . . about a thousand dollars for every man, woman, and child in the city (metropolitan) zone. That's a mighty high figure. But there are over a million people in the Dallas retail market outside of the city itself! Many thousands of these people are people who come to Dallas for much of their shopping. It's because of these customers that the Dallas stores are among the finest in America . . ."

Another advertisement in the series points out: "Each springtime the Metropolitan Grand Opera comes to Dallas for a season—one of its rare departures from home and its only appearance in the Southwest. Dallas city dwellers make up perhaps half of each capacity audience. The rest come from outside the city. From grand opera to specialty shop, everything in Dallas considers the great out-of-city part of the Dallas market." Turning the spotlight on Dallas as the Southwest's great medical center, the "copy" of a third advertisement explains that "Dallas' large group of modern hospitals . . . together comprising a major American medical center . . . serves all the Dallas market area. Not merely the city. There are no city limits of medical care. . . ."

"A newspaper, to do an effective job for itself in the national advertising field, must first do an effective community advertising job in promoting its city and state," believes Herbert W. Smith, promotion manager of the Dallas Morning News, under whose direction the series of advertisements is being produced by the John Peyton Dewey Advertising Agency.

**ADVERTISEMENTS** that have appeared to date in new market series being run nationally by The Dallas Morning News are being reviewed by Herbert W. Smith, promotion manager for the newspaper, and Miss Myrl Robison, artist in his department.

DALLAS • JUNE, 1948



Aff

DALL



# advertising advertising

## *double talk . . . ?*

*No, indeed! But this association of identical words does emphasize how closely our efforts to apply the power of advertising dovetails with your successful use of this power.*

*Let us illustrate. Your market . . . people . . . millions of them . . . have a deep-rooted desire for the better things—better living, better housing, better education, better health, better recreation facilities, better jobs—yes, better everything. That's the field for your effort.*

*You have the products which satisfy these deep-rooted desires for the better things. And you may have a sales plan . . . a promotion program . . . whereby you use the power of advertising to tell your story to these millions of people.*

*But how forcefully are you telling this story? How thoroughly developed is your merchandising strategy behind your advertising? How closely does your sales planning support your advertising effort?*

*Are you satisfied that you are applying the power of advertising to its fullest possible extent?*

*Here's where we, of J. B. Taylor, Inc., can help you. Our clientele will assure you that our conceptions of their problems are unusually clear, and that our use of the many sales-creating tools available to us is exceptionally broad. One proof of this is the company we keep:*

ADAMS CANDY COMPANY  
ATLAS MANUFACTURING CO.  
AMERICAN WAGUM RUBBER CORP.  
BRIGGS-WEAVER MACHINERY COMPANY  
BLUEBONNET VENETIAN BLIND COMPANY  
CAMPBELL MANUFACTURING COMPANY  
CITIZENS TRAFFIC COMMISSION  
DALLAS REAL ESTATE BOARD  
DALLAS RUPE AND SON  
GARRETT EXPLORATION SERVICE  
GEOTRONIC LABORATORIES  
HICKORY HOUSE, INC.  
J & S CARBURETOR COMPANY  
J. Y. TAYLOR CO.  
GENERAL CORPORATION  
T. A. MANNING AND SONS  
JOHN E. MITCHELL COMPANY  
INDEPENDENT RUBBER COMPANY  
NICHOLAS AND PARKS MACHINERY COMPANY  
THE PETROLEUM ENGINEER PUBLISHING CO.

RYAN INDUSTRIES  
SEISMIC ENGINEERING COMPANY  
THE SOUTHWEST COMPANY  
SOUTHWESTERN FIRE AND CASUALTY COMPANY  
STATE FAIR OF TEXAS  
STARLIGHT OPERETTA

**J. B. TAYLOR, inc.**

*Advertising*

2217-A Cedar Springs • Dallas • Riverside-6815

*Affiliated Offices: Los Angeles Pittsburgh Seattle San Francisco*

DALLAS • JUNE, 1948

15

# Times Herald Installs Unique Phone System

**A**N innovation in the newspaper advertising field—and in industry generally—is the Dallas Times Herald's new way of doing business by telephone in its classified department.

To expedite the handling of telephone traffic in a department that makes 12,500-odd outgoing calls a week and handles a morning peak load of some 1,500 incoming and outgoing calls on the average over the period of an hour and a half, the Times Herald has eliminated the traditional order turret system (switchboards, with plug-in jacks and cards) and made every sales person in the classified department a PBX operator in effect.

This has been accomplished by a specially designed installation for every one of the 38 desks in the telephone sales room in the classified advertising department on the fifth floor. The new system enables each desk to receive its own incoming calls directly, place its own outgoing calls, and/or talk to, or switch calls with any one of the other desks, or hold calls. Forty lines, 20 outgoing and 20 incoming, are available.

Each desk installation comprises a bat-



**NEW TELEPHONE SYSTEM** for individual desks in the classified advertising department of the Dallas Times Herald is being operated by Mrs. Louise Cates, one of four supervisors in the department, while conferring with Ransom Lake, classified advertising director.

tery of switching cabinets (called 101-A key cabinets), which is supplemented by a specially built "reference" or directory panel whose lights disclose at a glance what telephones are busy and those free to receive calls. The unique service is the result of collaboration by Sam R.

Bloom, advertising director of the Dallas Times Herald, and Ransom Lake, classified advertising director, who more than a year ago analyzed the problem that would be faced in handling telephone traffic in an enlarged department and then projected a solution, which they turned over to the Southwestern Bell Telephone Company for refinement. With the help of Bell Laboratories research men and the Western Electric Company, engineers of Southwestern Bell designed and made a specification installation that has improved the classified advertising department's efficiency of handling calls by an estimated 30 per cent. In practically every instance, incoming calls are being answered under the new arrangement before completion of the second ring-tone, Mr. Lake believes.

In addition to the installations in the sales room, the classified department's new telephone system includes five desk units for handling "kills," corrections, and clerical work, a unit in the over-the-counter classified office on the first floor, and a duplicate set in the business office.

Unique in size and flexibility, the Times Herald's new telephone setup is regarded as much more versatile than the former order turret arrangement in that the Dal-

(Continued on Page 64)



Phone US-4461 203 So. Haskell P. O. Box 402

## A PRINTED POSTER IS ONLY HALF COMPLETE

Make your Advertising distinctive with cut-out designs, shaped borders, etc.  
BUSINESS MACHINE CARDS... Insurance cards, Tab Filing cards, Index cards... cut to register.

MOUNTING... Posters mounted—Paper, Cardboard, Masonite.

CELOPHANE LAMINATION... Brings out your printed color—Eliminates fading—Prevents soiling.

EASELS AND ATTACHING—All sizes—Calculator giving sizes and prices sent on request.

FOLDING BOXES—Made to your specifications.

TWENTY-EIGHT YEARS OF KNOWING HOW!

## Mounters and Finishers Mastercraft Dies

Trade Die Cutting and Mounting  
Cut-Outs and Easels

Specialty Manufacturers  
Folding Paper Boxes

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1948



Honor students from Texas University, SMU and TSCW view advertising production at close range on tour sponsored by Dallas Advertising League. **Upper left:** T. L. Jaggars explains linotype machine to John Hardy, SMU; Alice Mae Bokus, TSCW; Jean Hill, TSCW, and Earl Workman, TU. On back row are Harvey Christiansen, TU; Rolan Melton, TSCW; Beverly Smithart, SMU; Bob Cowan, SMU. **Upper right:** Bob Stovall, at machine, explains Ludlow casting to Professor Ernest Sharpe, TU; Charles Lewis of Jefferson and Jack Aills of Nacogdoches. **Center:** C. P. McDougle, left, discusses mail material with two pretty co-eds and Jack Aills. **Bottom:** Students watch R. H. Chiles set their names on linotype machine. T. F. Stovall, another firm member, is at left.

Photos by Berry, Hall & Mancrief.

chless in power among the ar

48 POINT CARLON ITALIC

## Looking Forward to the Next 40 Years

The ingredient that makes the system of private initiative produce more goods for more people is **ADVERTISING**. It makes it worth while for the wheels to go round.

An informed advertising profession and a more efficient advertising industry go hand in hand. Whether in support of advertising clubs in the attainment of higher standards or whether through imparting advanced operating methods to ambitious students, Jaggars-Chiles-Stovall, Inc., is pleased to cooperate to the fullest.

To the Dallas Advertising League on its Fortieth Anniversary: **CONGRATULATIONS.** To the fine students who visited our plant May 7: **BEST WISHES.** The next 40 years holds promise for both.

**JAGGARS-CHILES-STOVALL, Inc.**  
Complete Typographic Service  
522 Browder Street  
DALLAS

60 POINT TOWER

SS IN POWER 12



**KISS and MAKE-UP**



**IN PRINTING** is all important. The

- "make-up" is the mechanical interpretation of
- the artist's conception, "locked-up" for repro-
- duction. The perfect "kiss" insures the register,
- the ink dispersal, the fibre and feel of each sheet
- of stock. "Kiss" and "make-up" are common
- terms in a craft where the man who "makes-
- ready" can make or break the final result. To us,
- "kiss" and "make-up" are more than trade terms.
- They are the controlled means by which we
- achieve excellent results for you.

• **E. J. STORM PRINTING COMPANY**

**520 BROWDER STREET  
DALLAS, TEXAS**

# Dallas Advertising League's *forty years*

By Mary Fletcher Cavender

DALLAS' oldest business-luncheon organization for the men and women who handle your advertising—the Dallas Advertising League—is observing its fortieth anniversary this month.

The founding of the League by a handful of men back in June, 1908, when Teddy Roosevelt was President, Tom Campbell was governor of Texas, and S. J. Hay, Sr., was mayor of Dallas, a town of some 80,000 population, was modestly reported under a two-line head in the columns of the Dallas Morning News. Eleven were present at the initial meeting. The object of the new organization was reported by the news item "to be to suppress fake and scheme advertising, to place Dallas before the world, and to secure better results from legitimate advertising by study and by hearing instructive talks on advertising at its meetings."

The next meeting, a luncheon affair held at the Southland Hotel the following Tuesday and in all probability the first luncheon-business meeting held by any organization in Dallas, attracted 60 Dallas business leaders. The Dallas Advertising League perfected its organization June 25, 1908, enrolled 30 members, and elected George W. Baker its first president.

At the time of the birth of the League, only the rather informal Dallas Commercial Club was undertaking to inform the citizenry of Dallas and the nation about the wonders of the Dallas Southwest. It was not until a year later that the Dallas Chamber of Commerce was organized with L. O. Daniel as president.

Founded to give the spirit of Dallas a voice, the Dallas Advertising League was not long in making that voice heard across America. Dallas Advertising League delegates who attended the 1910 Omaha, Neb., international convention of the Associated Advertising Clubs of the World began agitation for the 1912 convention to be brought to Dallas. Siding with Boston to gain for that city the right to be host to the group in 1911, Dallas in turn had the help of Boston in winning for the city its first international



CONVENTION BADGE shown above was of the type worn by Dallas Advertising League delegates attending the international advertising meeting in Dallas in 1912.

meeting for the following year. One of the biggest conventions ever held in the United States up to that time was staged in Dallas in 1912, when the city of some 100,000 population was spread less than 20 square miles over the rolling Texas prairie.

The delegation which left Dallas for Boston on July 25, 1911, totaled 137 Texans, 87 from Dallas and the others from Houston, San Antonio, Brownwood, El Paso, Fort Worth, McKinney, and many other Texas towns. They traveled on a special train of nine cars, the finest train that had ever crossed the Texas line up to that time. A banner reading: "On to Boston; Back to Dallas" signified the hopes of the group. Wives accompanying their husbands on the trip busied themselves tying blue and pink ribbons on little fresh bolls of cotton which they cleverly

called "Texas Roses" to help advertise their state.

William Hawley Atwell, now a Federal judge at Dallas, pleaded the cause of Dallas and won.

"There, in the atmosphere of good fellowship, you will learn the beauties of our Southland, and you will understand why the advertising league has grown faster there than anywhere in the United States," he said in part. "You will become devotees and worshippers at the shrine of Southern beauty, southern chivalry, and southern hospitality; and hereafter, when in your hearing the old plantation melody entitled 'I Am Gwine Back to Dixie' is pitched, you will join in the chorus and sing with us:

"I'm gwine down to Dallas,  
"No more I'm gwine to wander;  
"My head's turned away to Texas,  
"I can't stay away no longer.  
"I hear de boys a callin',  
"I hear de good things fallin',  
"My eyes are turned to Texas,  
"And I must go."

After the return of the victorious delegation, the Dallas Advertising League raised a budget of \$35,000 for the 1912 convention, and 27 committees went to work on the program details to assure the success of the venture.

With America's advertising people due to make Dallas their focal point in 1912 and the nation's large industries not yet aware of the benefits to be gained by locating operations in Texas, Dallas was eager to put its best foot forward to show the world that, although principally agrarian and oil-minded at the time, the Dallas Southwest was an industrial giant who had not yet tried his strength.

Other cities pitched in to make the 1912 convention the greatest in the annals of the AACofW. San Francisco immediately announced a contest for the best original research work in advertising, with \$3,000 to be awarded at Dallas. In the news columns of the nation, the coming convention in Dallas received as prominent attention as the news that James A. Patton had caused a panic in the wheat and grain market by a selling maneuver that dropped wheat 5 cents a bushel in less than two hours. A story telling that advertising people would travel from 70 cities throughout the



**CONVENTION-BOUND** to Boston in 1911 for the meeting of the Associated Advertising Clubs of the World were the Dallas Advertising Leaguers pictured above, bent on bringing the international gathering to Dallas in 1912, which they did. The photograph is from the files of the Dallas Morning News.

United States and its possessions to attend the Dallas meeting was given equal front-page display with a story announcing that the Battleship Texas would be launched the next day. Other headlines proclaimed that San Francisco and Baltimore would race for the honor of being first in Dallas, that Dallas hospitality would be the convention keynote, and that advertising delegates would wear red carnations as badges.

In addition to Mr. Baker, the League's first president, the men who helped in this early convention were Fred E. Johnston, who succeeded Mr. Baker as chief executive of the organization; Gus W. Thomasson, who was chosen delegate-at-large for the Dallas group; F. A. Wynne and J. C. Phelps, League vice presidents; Herbert Marcus, who was in charge of the all-important reception committee;

and Postmaster Sloan Simpson, who established a special branch post office, called Ad League Station, at the Oriental Hotel, official convention headquarters.

Other names linked with this first national convention ever held in Dallas were those of S. M. English, Will Sargeant, Robert Wilmans, Sam Hargreaves, A. C. Sutherland, Ed Steger, C. H. Verschoyle, A. C. Cheney, Ike Lorch, I. Miller, Herman Philipson, Laurence Kahn, H. G. McBride, John W. Philp, and H. A. Olmsted.

To point up the responsibility that rested with Dallas citizens at large in connection with the convention, the Dallas Morning News in a front-page editorial on May 16, 1912, commented: "The advertising convention will bring 3,000 of the world's leading exponents of publicity to Dallas. These men write and talk. In the daily press, weeklies, monthlies, the world reads their messages. They cannot fail to see and be impressed by the commercial, industrial, and mercantile importance of Dallas. They will

**BACK IN THE DAYS** when the Dallas Advertising League was an unofficial arm of the Dallas Chamber of Commerce, carrying the story of the rich Southwest far and wide, the organization raised funds to send delegations to the national conventions in some such manner as pictured below. Made in 1917 by the Dallas Morning News, the photograph shows six members of the cast of the League's Shocus burlesque circus, left to right: T. E. Cornelius, Billy Houghton, Wilson Condet, Morelle Ratcliffe, George W. Lemmons, and James Bennett.



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DALL



note its progressiveness and its potentialities. Through them the world will hear of Dallas and its greatness. But we want to appeal also to the human side of our visitors. We want them to feel we are a courteous, warm-hearted, and hospitable people. To this end, we must be constantly attentive, accommodating, and pleasant; and sensitive to all the little amenities which make human fellowship agreeable. Let's set a new standard and coin a new phrase—Dallas Hospitality. Let it be the quintessence of that traditional Southern Hospitality in which we all have a just pride."

Members of the Philadelphia delegation sent their reservations in an envelope which had the following poem printed on the back flap:

"We are coming, Texas, coming,  
"We pull out at noon today;  
"And ere another sunset  
"We'll be Leagues upon our way  
"To the Land of your Alamo  
"Where your hero sons laid down  
"Their lives upon its altar  
"That you might wear the crown  
"Of Freedom's fadeless glory  
"Forever on your brow;  
"Their names, and yours, O Texas,  
"Are Deathless, now."

Events of the actual convention were as breathtaking in their scope as many of those which had preceded it. Special trains began to arrive May 18, the Baltimore delegation being the first to unload.

By Sunday, May 19, sixteen pulpits in the city were filled by men of national prominence, in Dallas for the week-long convention, which was unique in that church ceremonies marked the official opening. Among the speakers in the pulpits was Herbert L. Houston, vice president at that time of Doubleday, Page and Company of New York, who spoke at the Ervay Street Methodist Church on "Advertising and Righteousness." The church was decorated with flowers in the AACoF colors of white, orange, and blue. The City of Dallas dedicated its prayers to the advertising clubs.

On Sunday night there was a mass meeting at the Dallas Opera House, with "The Get Together Spirit" as the theme. Next day, more than 3,000 visitors were welcomed by Governor O. B. Colquitt and Mayor W. M. Holland. Entertainment features of the convention made Dallas famous throughout the nation as a city of versatility. Thirty-five hundred persons took part in the automobile pa-

**A MINIATURE EDITION** of the Dallas Morning News for May 20, 1912, opening day of the international advertising convention, served as the program for the al fresco luncheon which the newspaper gave at the Dallas Country Club in honor of the visiting delegates.



**CARTOON GREETING** to Dallas' international advertising convention guests, which appeared in the Dallas Morning News on the opening day of the business sessions, was among the early-day work of John Knott, a veteran member of the News staff to-day and creator of the famous "old man Texas" character.

rade that day. Main, Elm and Commerce were decorated from Houston to Pearl. The Dallas Morning News, the Dallas Times Herald, Holland's Magazine, and other organizations gave dinners, lunch-

eons, and barbecues for the guests. More than 5,000 waltzed at the formal ball given in honor of George W. Coleman of Boston, the international president.

After the convention, the delegates made a circle tour of Texas, arranged by Dr. F. A. Wynne. Five special trains took as many delegates as could crowd into the cars to Waco, San Antonio, Galveston, and Houston.

It was estimated that the publicity space Dallas received as a result of the 1912 convention of the Associated Advertising Clubs of the World would have cost over a million dollars if paid for at regular newspaper and magazine advertising rates. It is impossible to estimate the value of the good will gained for Dallas, for this event in 1912 might well be regarded as the beginning of the march of industry from the East and North to the Dallas Southwest.

The record Dallas set as a successful and gracious convention city also laid a good foundation for the coming to Dal-

(Continued on Page 60)





# Advertising Keeps Nation's Spotlight Turned on Dallas

**A**DVERTISING of Dallas and its business and civic assets has gone forward through the years hand in hand with the advertising of Dallas' individual companies and their products and services.

The founders of the Dallas Advertising League 40 years ago had in mind the boosting of Dallas as much as the improvement of their qualifications and facilities for boosting their own businesses.

Latest phase of community advertising is the third annual publication of the "Dallas package" in the 1948 Survey of Buying Power issue of Sales Management magazine, off the press this month. Continuing an unique approach in industrial promotion pioneered two years ago, six Dallas concerns have again joined with the Dallas Chamber of Commerce and the Dallas Manufacturers' and Wholesalers' Association to tell the Dallas story to America's industrialists in a series of nine advertisements in Sales Management's annual statistical issue.

With only a brief presentation of his own sales message, each advertiser has devoted his ad mainly to highlighting one major chapter of Dallas' industrial story. Presented together, the ads outline the chief advantages of Dallas as a location for manufacturing and distributing facilities. To keynote the theme of the presentation and wrap up the "package," the

Dallas Chamber has led off and closed the series with full-page ads, the opening one announcing that "big names in industry are landing in Dallas," including the Chance Vought Aircraft Division of United Aircraft Corporation, now in process of transferring operations to Dallas from Stratford, Conn.

Getting down to cases in pointing up Dallas advantages are the full-page ads of the First National Bank, the Republic National Bank, Lone Star Gas Company, Dallas Power & Light Company, Dallas Morning News, Dallas Times Herald, and the Dallas Manufacturers' and Wholesalers' Association, dealing with what Dallas has to offer as regards competitive position, distribution facilities, transportation facilities, productive labor and sites, favorable environment, and balanced and diversified wholesaling and manufacturing.

To give continuity to the series, each advertiser has made use of the same style of topical heading to supplement his headline and also the theme emblem of Dallas Chamber advertising which emphasizes the Dallas Southwest as a \$15,000,000,000 market.

Dallas fired its first gun in national advertising back in the late '20's, after the Dallas Advertising League had organized and directed a fund-raising campaign that yielded more than \$500,000 for a three-year program in national magazines. Conducted under the name of Industrial Dallas, Inc., the campaign was one of the nation's first organized advertising programs by a municipality and such media were used as the Saturday Evening Post, Nation's Business, Oil and Gas Journal, Oil Weekly, and the old Literary Digest.

The campaign, spotlighting Dallas as the "industrial and distribution center of the Southwest—twelve million people and six billion dollar market" as compared with seventeen million consumers in a fifteen billion dollar market today, was handled by the Dallas advertising agency

of Tracy-Locke Company under the direction chiefly of Raymond P. Locke. The advertising program was supervised by Clyde V. Wallis, now vice president of the Mercantile National Bank, who then was manager of the Industrial Department of the Dallas Chamber of Commerce. R. L. Thornton, board chairman of the Mercantile National Bank and a former president of the Dallas Chamber, served as president of Industrial Dallas. Theme of the Dallas Advertising League drive among the city's businesses to raise funds for the advertising campaign was "Put Dallas on Your Payroll."

Even then Dallas, with a population of 280,000, was boosting the Southwest as a separate and distinct market that should be served from within, with Dallas as the logical center. Prepared for distribution to the nation's industrialists as a part of the campaign were seven separate pieces of literature.

Key promotion piece to supplement the national advertising was the industrial book of the campaign, entitled "The Southwest Market," a 160-page volume presenting various data, maps, charts, and market analyses.

Pioneering in the national field with the Industrial Dallas campaign, Dallas has continued to be a consistent user of national advertising to publicize its attractions and advantages. Dallas has likewise been consistent in following an unique policy in making the regional approach in selling the Dallas Southwest—the region—and not merely the city, its service center. This approach was basic in the Dallas Chamber of Commerce post-war advertising campaign in 1946 in national magazines and big city newspapers in the East and Middle West, handled by the Dallas advertising agency of Herbert Rogers Company.

The Dallas Chamber has also continued to make use of spot news type of newspaper advertising. The latest of this type was the recent advertisement appearing in the Wall Street Journal and the New York Herald Tribune which announced with the cryptic headline "G.T.T." (Gone to Texas) that Chance Vought Aircraft Division was moving to Dallas.

**DALLAS ADS** which have appeared through the years in national publications to boost the city and the region it centers are being studied by James F. Marshall, who recently joined the staff of DALLAS as advertising assistant.



# BUILD Prestige THROUGH GOOD PRINTING

"Good printing"

is a term

which encompasses much,

including knowledge

and taste in

choice of typography,

paper and color...

unsurpassed presswork and

superior craftsmanship

all down the line.

To this we add "know-how"

...exceptional creative

and production assistance,

plus positive assurance

of prompt delivery.

This helps explain

our long list

of pleased customers,

some of whom

we have served

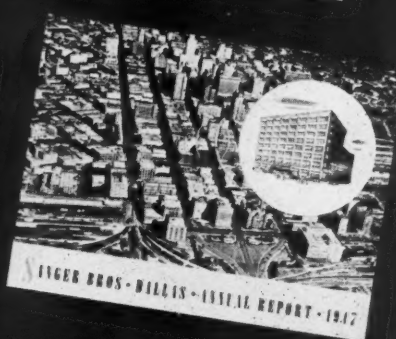
for a quarter century.

Whenever YOU need

the prestige of

"good printing"...

Investigate!



Publications

House Organs

Annual Report

Institutional B

Private Memoi

Brochures

Sales Manuals

Stationery

Folders

Broadsides

Booklets

Catalogs

Enclosures

Established  
1890

WILLIAM S.  
**Henson**

INCORPORATED

2725 N. ST. PAUL ST. DALLAS, TEXAS





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DALL

# Starlight Operetta



By Henry Senber

AS Mary Martin chanted in the Fair Park Auditorium last fall: "There's No Business Like Show Business."

And there's nothing in show business quite like one of Dallas' youngest and most thriving institutions—the Starlight Operetta.

The Dallas merchants who some seven years ago convened to sponsor an entertainment project for the benefit of the buyers in the Dallas market could hardly have suspected that they were presiding at the birth of what is rapidly becoming recognized as America's outstanding summer musical theater, an unparalleled example of achievement that many other communities throughout the United States are attempting to copy.

With the inauguration of its seventh and greatest season, the Starlight Operetta stands alone. While not the oldest nor the largest entertainment plant in the country, it is without peer as the most progressive. The scope of its plans for the current season, the cavalcade of Broadway and Hollywood stars who will be appearing in the Fair Park Casino, the wide variety of musical comedies and operettas to be presented, and the caliber of its production staff establish it in a class by itself in the national theatrical picture.

As any other successful business or institution, the Starlight Operetta did not appear suddenly in full bloom on the Dallas scene like a hothouse flower in the window of a florist's shop. There were faltering starts, inevitable errors of judgment, and the hard process of learning by experience until the State Fair of Texas

**AMONG THE STARS** to be heard during the 1948 Starlight Operetta season will be (opposite page): (1) Helen George in "Naughty Marietta," (2) Kenny Baker in "The Great Waltz" and "One Touch of Venus," (3) Carol Bruce in "Bloomer Girl," (4) Walter Cassell in "New Moon," (5) Joan McCracken in "Bloomer Girl," (6) Arthur Treacher in "Anything Goes" and "Rosalie," (7) Gertrude Nielsen in "Anything Goes," (8) Carl Ravazza in "Bloomer Girl," and (9) John Brownlee in "Vagabond King."

## Season of 1948

JUNE 14-27

### THE GREAT WALTZ

featuring

Kenny Baker, Davis Cunningham,  
and Joseph Macaulay

JUNE 28-JULY 4

### ANYTHING GOES

starring

Gertrude Niesen, Arthur Treacher,  
and June Preisser

JULY 5-11

### ONE TOUCH OF VENUS

with

Vivian Blaine, Kenny Baker, June  
Priesser, George Britton, and  
Helen Ramon

JULY 12-18

### ROSALIE

presenting

Arthur Treacher and Hal Leroy

JULY 19-25

### NEW MOON

featuring

Walter Cassel and Frances Greer

JULY 26 - AUGUST 1

### BLOOMER GIRL

with

Joan McCracken, Carol Bruce, and  
Carl Ravazza

AUGUST 2-8

### NAUGHTY MARIETTA

starring

Helen George

AUGUST 9-15

### HIT THE DECK

with

Lulu Bates

AUGUST 16-22

### VAGABOND KING

starring

John Brownlee and Eleanor Lutton

finally arrived at a formula of showmanship, an all-embracing word which commerce and industry would divide into such components as market research, design, production, merchandising, and salesmanship. Call it what you will, it is netting Dallas a neat profit in terms of community morale, sectional interest, and national prestige; and, in natural consequence, is creating a music as lilting as any heard in the Casino: That very appealing sound made by the more frequent jingling of the bells in Dallas cash registers.

Fairly typical of a Starlight Operetta audience was that which jammed the Casino on the last Friday night in June, 1947. To the regular 5,239 seats, 318 chairs had been added in order to accommodate an overflow crowd. On that night, a careful check of automobile licenses was made on the parking lots provided for Starlight Operetta patrons. Sixteen per cent of the cars bore tags indicating that they were registered out of Dallas County. Two large busses, chartered for the evening, had brought 72 persons to Dallas from neighboring Fort Worth. A group of 14 enjoying a vacation trip from Memphis to Los Angeles had made Dallas headquarters for the evening stopover.

To the officials of the Starlight Operetta, who keep an eye constantly on their box-office, this was no surprise. Mail orders from all over the Southwest are enough to prove that about 22 per cent of the entire patronage of the Starlight Operetta comes from out of the city limits of Dallas, and that a surprisingly large percentage of the out-of-towners are also classified as out-of-staters.

There is little, if any, need to discuss the financial by-products involved. It can be readily seen that hotels fill rooms, restaurants sell food, trains, busses, and planes add revenue miles, service stations pump gasoline and change oil, and merchants both in Dallas and in various home

(Continued on Page 61)

# Citation for Courtesy

**T**O Mrs. Winona Mae Fisher, who gave up her bookkeeper's job five years ago in response to a desire to travel, even though it has taken her no farther than from one end of her street-car route to the other, the Dallas Chamber of Commerce last month awarded its first citation for courtesy.

Mrs. Fisher, an operator on the Highland Park-Junius line of the Dallas Railway and Terminal Company, was presented with the courtesy award by the Lasso Club, the Chamber's membership recruiting division. The group will make similar awards from time to time to other persons whose courteous behavior toward the public in regular performance of duty warrants such recognition.

"As far as being courteous is concerned—well, it's a lot easier to be nice to people than otherwise," said Mrs. Fisher. "When I go home at night I like to have a clear conscience.

"I find that having respect for others pays off in personal happiness. And I'm sure other people appreciate being treat-



**RECOGNIZED** as one of Dallas' most courteous persons, Mrs. Winona Mae Fisher is shown being presented with a framed certificate by J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce.

ed like dignified human beings and return the same courtesy."

New members of the Dallas Chamber enrolled by Lasso Club workers are listed below, together with information regarding their business addresses, firm representatives, and type of business:

**Hood Rubber Company**, 911 Mun-

ger; James M. Mullins, Jr.; wholesale.

**Maurice Angly Lumber Company**, 3700 Elm; Thomas G. Townsend; wholesale.

**Southern Technical Institute**, 1909 Jackson; Henry Sholty; air conditioning and refrigeration.

**Wamix, Inc.**, 4839 Bengal; Thomas L. Amis; central mixed concrete.

**M. C. Kleuser**, 2815 McKinney; architect.

**Local & Western Shippers of Texas**, 416 Republic Bank Building; Murray G. Gurentz; food merchandisers.

**Martin & Prieto**, Venezuela 310, Vista Hermosa, Monterrey, N. L., Mexico; manufacturers' representatives.

**A & A Employment Service**, 1913½ Commerce; Mrs. Bebe Barker.

**Ceco Steel Products Corporation**, 1415 Tower Petroleum Building; George Hajek.

**C. N. Kent & Company**, 815 Southwestern Life Building; C. N. Kent; insurance managers.

**Peter Paul, Inc.**, 6124 Denton Drive; G. M. Poverud; candy manufacturing.

**General Distributing Company**, 2812 Main; George Prock; vending machines.

**Southwestern Fur Service, Inc.**  
(Continued on Page 77)

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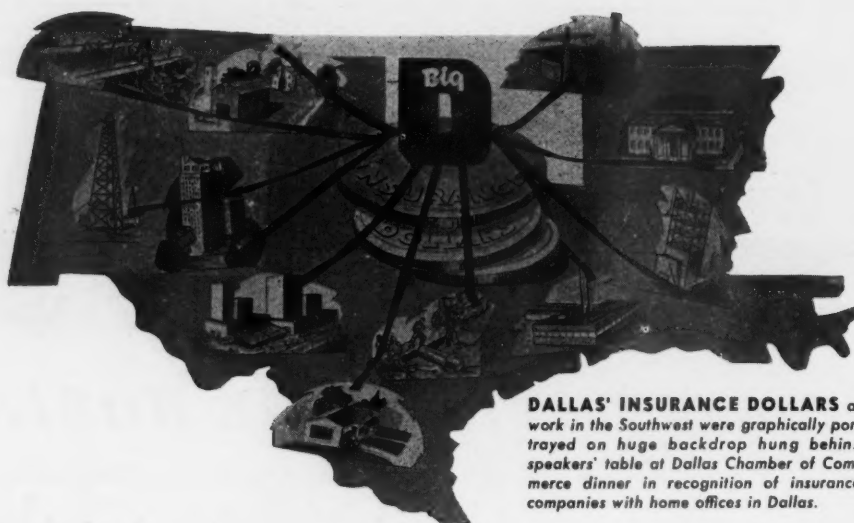
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MONTERREY  
CARACAS  
RIO DE JANEIRO  
SAO PAULO

BUENOS AIRES  
LONDON  
TORONTO  
SHANGHAI

CALCUTTA  
BOMBAY  
PANAMA  
MANILA



**DALLAS' INSURANCE DOLLARS** at work in the Southwest were graphically portrayed on huge backdrop hung behind speakers' table at Dallas Chamber of Commerce dinner in recognition of insurance companies with home offices in Dallas.

# Dallas' Insurance Empire

**"Home" Companies Given Recognition At Chamber of Commerce Dinner For Significant Role in Growth of City**

**D**ALLAS ranks first in the Southwest as an insurance center, fourth in the nation.

Upon a substantial segment of Dallas' insurance empire that is making impressive contribution to this leadership—the some 95 insurance companies of all types whose operations fan out from home offices in Dallas—the spotlight of public appreciation was turned last month at a dinner sponsored at the Baker Hotel by the Dallas Chamber of Commerce.

Colonel Alvin M. Owsley led business leaders in paying tribute to the insurance companies having Dallas for a "home base," whose role in helping to rank Dallas among America's "Big Four" insurance centers is evidenced partly by the wide range of family and property protection being provided for Dallas citizens and business institutions, also by the millions of investment dollars being

poured into many a project for the building of a greater community and region, and still further by the more personal contributions being made by the personnel of the companies through participation in many a civic project.

The results of a survey made by the Dallas Chamber of Commerce and reported at the dinner revealed that more than 3,300 persons are employed in Dallas by the insurance companies whose home offices are in this city. They were paid total salaries and wages in 1947 exceeding \$7,800,000. In addition, Dallas agents of these companies received a total of more than \$2,204,000 in commissions in 1947.

Additional data developed by the survey to indicate the dimensions of the segment of Dallas' business structure that is represented by the "home" companies disclosed that all of the com-

panies—some 95 fire, casualty, indemnity, life, workmen's compensation, health, accident, hospitalization, and title concerns—have aggregate assets in excess of \$404,000,000. Their total premium income in 1947 exceeded \$109,400,000. Their total disbursements in 1947 to policyholders and beneficiaries were in excess of \$35,000,000. Dallas' home office life insurance companies have more than \$1,630,000,000 of insurance in force on the lives of policyholders.

Colonel Owsley, as principal speaker, called Government GI life insurance during World Wars I and II a good thing and credited it with making Americans insurance-minded but declared that, with World War II ended, it is time for the Government to get out of the insurance business.

Carr P. Collins, president of the Fidelity Union Life Insurance Company, responded on behalf of the "home" companies.

"There are few cities in the United States that have as many 'home' companies as Dallas, and there is no city that has better 'home' companies than Dallas," Mr. Collins said. "All of the 'home' insurance companies in Dallas stand ready now as always to help in every cooperative and constructive movement for the upbuilding of our community."

Try This Number for Competent Help!...

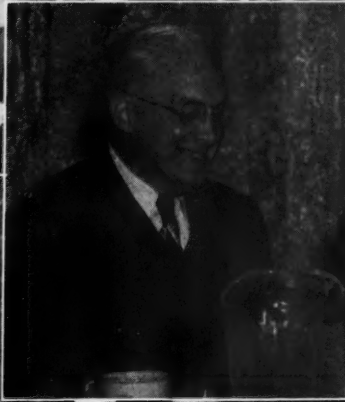
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—Photographs by Thomas K. Cone, Jr.

**PERSONALITIES** at the speakers' table at the Dallas Chamber of Commerce testimonial dinner last month for Dallas "home" insurance companies included, top, right, D. A. Hulcy, left, president of the Chamber, and P. B. (Jack) Garrett, Chamber director and toastmaster, shown looking over a mural pointing up Big D's insurance dollars as an important source of capital for the economy of Dallas and the Southwest. Pictured also, left to right, are: Top, left, George R. Jordan, president of the Texas Association of Life Insurance Executives; Ben H. Mitchell, secretary of the Association of Texas Fire & Casualty Executives; and Rod Thomas, Dallas city manager; second from bottom, left, Colonel Alvin M. Owsley, former United States minister to Rumania, the Irish Free State, and Denmark, and Carr P. Collins, president of the Fidelity Union Life Insurance Company; bottom, left, County Judge Al Templeton and Gordon S. Yeargan, chairman of the Texas Insurance Advisory Association; center, E. P. Simmons, president of the Dallas Citizens' Council; and bottom, right, the Right Rev. Harry T. Moore, retired bishop of the Episcopal Diocese of Dallas, and Clifford F. Jackson, Dallas attorney and custodian of securities for the Texas Board of Insurance Commissioners.

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# Dallas Honors Nation's First Air Secretary

W. Stuart Symington, 70-Group Champion, Is Lauded at Dinner Of Civic and Aviation Leaders

U. S. AIR CHIEF W. Stuart Symington is pictured as he addressed his Dallas hosts in the Crystal Ballroom of the Baker Hotel.

**A**LREADY an aviation town of top-rank stature, Dallas will assume even greater air importance by expanding in the near future its role in the nation's military defense.

This was the announcement in Dallas last month of America's No. 1 champion of the 70-group Air Force—Air Secretary W. Stuart Symington—who was the guest of honor at a dinner in the Crystal Ballroom of the Baker Hotel, for which the Dallas Chamber of Commerce was one of six sponsoring organizations.

Giving Dallas a bigger part in air defense, Hensley Field will become the center for Air Force Reserve and Air National Guard training in an area comprising practically all of Texas and part of New Mexico, it was revealed by Am-

erica's first Secretary of the Air Force. Hensley Field currently is the base of operations for several units of the Air National Guard.

Dallas' business and aviation leaders who filled the banquet room were told by the six-foot-two-inch champion of air power that the choice between peace and war rests upon the size and efficiency of America's Air Force. They were asked to give their assistance in maintaining America's air strength.

"The greatest help you can give is to continue this fight for air power, for we on the firing line in Washington believe that only through it can this nation bring about the establishment of world peace," continued Secretary Symington, who is given most of the credit by the Air Force

for winning congressional approval for expansion of the nation's air arm to 70 groups.

Secretary Symington, whose Dallas visit highlighted the observance of Air Reserve Week, pointed out that, in addition to the 70-group Air Force, there must be a strong civilian component to back it up.

The planned Air Force, arrived at in size, he explained, by careful study of the nation's peace-time needs both in this country and abroad, will provide against sudden, stunning defeat, he said. He added that the new Air Force, however, still must provide inducements to non-flying officers and enlisted personnel for participation in reserve training.

"When the regular Air Force, the Air National Guard, and the Air Reserve are fully developed and fully equipped, the United States can continue to move forward toward its great destiny, secure in its strength and, by virtue of the strength of its air power, secure in peace during the years to come," he said.

To emphasize the importance of Air Force civilian components, Mr. Symington cited accomplishments already attained by the new Air Force:

Assumption from the Army of all Air Force civilian components.

Establishment of a department of the Air Force policy committee for civilian Air Force components.

Elevation in the Air Force headquarters staff structure of the agency responsible for civilian component affairs, whose staff will include an Air Force Reserve general responsible for the immediate supervision of the reserve program.

Increased emphasis on the augmentation plan and affiliation plan.

Participation in the Reserve training program by all Air Force commands.

Attachment of certain Class A operational units to major Air Force commands, other than the Air Defense Command, for training purposes. This means for Dallas the attachment of the 455th Bomb Group (very heavy) and the 704th, 741st, and 742nd Bomb Squadrons (very heavy) to the Strategic Air Command for training purposes.

Mr. Symington expressed the belief that Congress would give approval to the establishment of an Air Force Academy comparable to West Point for the Army and Annapolis for the Navy.

"Texas is the place to put it," he added.

With praise for the contributions made by Texas and its representatives in Congress, Secretary Symington called Texas "the flying state." He was introduced at the dinner by Robert J. Smith, president of Pioneer Air Lines.

The Secretary of the Air Force was accompanied from Washington by a group of Texas Congressmen including Representative J. Frank Wilson of Dallas, who said at the dinner that he was grateful that there was no isolationism in Texas.

In addition to the Dallas Chamber of Commerce, the co-sponsors of the dinner included the Dallas Squadron of the Air Force Association, the Dallas Chapter of the Reserve Officers' Association, the Dallas Citizens' Council, the Dallas Clearing House Association, and the Dallas Chapter of the Air Reserve Association.

Milton Brown, president of the Mercantile National Bank and president of the Dallas Clearing House Association, was chairman of the general arrangements committee for the Dallas visit of the Secretary of the Air Force. D. A. Hulcy, president of the Lone Star Gas Company and president of the Dallas Chamber of Commerce, was chairman of arrangements for a small luncheon of Dallas businessmen held at the Hotel Adolphus in honor of Mr. Symington. Rex V. Lentz, director of special services for the Mercantile National Bank, was dinner chairman and presiding officer.

Other members of the general arrangements committee included Clarence R. Birbari, chief of staff, 309th Bombardment Division (Very Heavy); Haskell H. Cooper, president, Dallas Chapter, Reserve Officers' Association; Weaver Holland, chairman, military affairs committee, Dallas Chamber of Commerce; George Jalonick III, chairman, Aviation Committee, Dallas Chamber of Commerce; Thomas J. McHale, advertising manager of DALLAS and commander of the John Low-Joe Smart Post No. 53, American Legion; B. F. McLain, chairman, Army Advisory Committee; John W. Mayo, president, Texas department, Reserve Officers' Association; Laurence R. Melton; Captain M. A. Nation, commanding officer, Dallas Naval Air Station; Colonel Alvin M. Owsley; E. P. Simmons, president of the Dallas Citizens' Council; Robert J. Smith, president, Air Reserve Association of the United States; Wiley Stufflebeme, president, Dallas Chapter, Air Reserve Association; Mayor James R. Temple; Colonel Robert J. Warren, commanding officer, Hensley Field; and James K. Wilson, Jr., commander, Dallas squadron, Air Force Association. The public relations committee included Elgin Crull, assistant to the Dallas city manager; Roy George, Radio Station KRLD; Al Harting, Southwest Air-motive Company; James V. Lovell, Dallas Times Herald; Ralph Nimmons, Radio Station WFAA; William Rives, Dallas Morning News; and Clifton Blackmon, editor of DALLAS, chairman.

**HOSTS** to America's first Secretary of the Air Force during his Dallas visit last month included, left to right, top, Rex V. Lentz, Congressman J. Frank Wilson, and Milton Brown; second from top, Jacqueline Cochran, Haskell H. Cooper, and Wiley Stufflebeme; third from top, R. L. Thornton, Congressman John E. Lyle, and E. P. Simmons; third from bottom, Captain M. A. Nation and James K. Wilson, Jr.; and second from bottom, Albert N. Jackson and Colonel Robert J. Warren. At bottom, D. A. Hulcy, left, is shown with Secretary W. Stuart Symington.

—Photographs by Thomas K. Cone, Jr.





## Bottle Crowns by the Millions

### Well-Known Brands Replace Well-Known Bands As Armstrong Cork Company Steps Up Output At Dallas Plant in Reconverted Night Club

**C**ROWNS by the millions for bottlers and brewers in the Dallas Southwest are pouring in an endless stream from the production line of the new Dallas factory of the Armstrong Cork Company on Plantation Road, off Harry Hines Boulevard.

On a pilot-scale schedule of operations since the first of this year, Armstrong's new crown closure plant—its nineteenth in the United States—was formally opened this month on the eve of moving into full production.

To dedicate the new factory, housed

in the reconverted Plantation Club, a former night-spot large enough to accommodate 6,000 dancers at one time, Armstrong Cork Company held a series of open houses for its employees and their families, Dallas citizens, suppliers, and the plant's customers scattered over a seven-state area estimated to contain from 600 to 800 soft drink and beer bottling concerns and a consuming population of more than 17,000,000.

Visitors to the plant during the open house periods were given the opportunity to see all of the operations in the manu-

facture of various types of bottle crowns from the raw metal to the finished product.

Production of bottle crowns at Armstrong's Dallas plant starts at the lithographing press, after sheets of raw metal received from the tin mills have been given various coatings and have been trimmed to required dimensions (see photographs pages 34 and 35). Two hundred and eighty-eight individual crown designs are printed on each sheet of metal passing through the offset printing press. After each printing or coating operation,

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the sheets move through a 96-foot, indirect, gas-fired oven which bakes the finish on the metal. The oven consists of two heaters and three separate heating zones, which maintain properly controlled temperature for drying the decorated metal.

Next step is the punching operation. The individual decorated sheets, first given added protection by being run through a paraffine machine and sprayed with a coat of paraffine, are fed into the punch presses, where each printed design is punched out and formed into the shape of a crown. With each stroke of the press, 16 individual shells are punched out simultaneously.

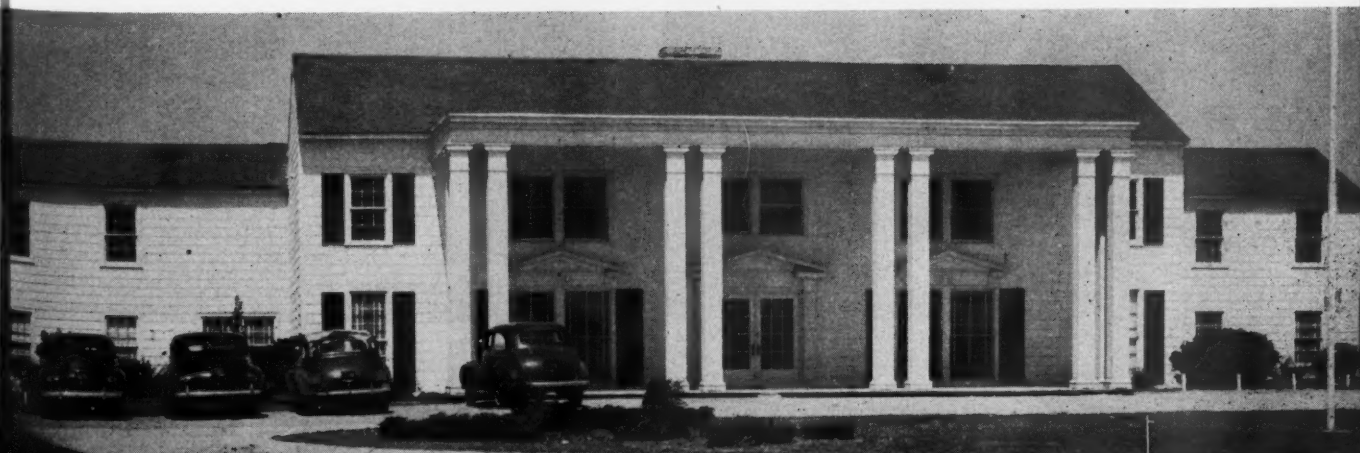
Meanwhile, the cork discs are being prepared for the assembling operation. The cork used in the Dallas plant is received in long rods after being processed in Armstrong's closure factory at Lancaster, Pa. The rods are reduced to the proper diameter by being passed through the rotating circular knives of the cork rod shaver. Passed through slicing machines, the rods are then cut into discs of predetermined thickness which are dropped into a metal duct and transferred by air pressure into the disc sorter, which automatically sorts out and rejects all discs of improper thickness, and also removes all cork scrap.

The metal shells and the cork discs are brought together in the assembling operation. With an assembly machine, a tasteless and odorless adhesive is first applied to the inside of the crown and the cork disc is then inserted. With the addition of heat and pressure, the two parts

**ARMSTRONG OFFICIALS** from the company's headquarters in Lancaster, Pa., on hand for the formal opening of the Dallas factory included Roy A. Horning, assistant general manager and general sales manager of the glass and closure division, right, and Jack M. McCormick, manager of the crown department, pictured at right standing before the switch panel of the baking oven. Exterior view below of the former night spot turned into a manufacturing plant shows the tall columns of Colonial entrance design. The building, located almost in the center of a 15-acre plot, contains more than 50,000 square feet of floor space.

—Photographs by Thomas K. Cone, Jr.

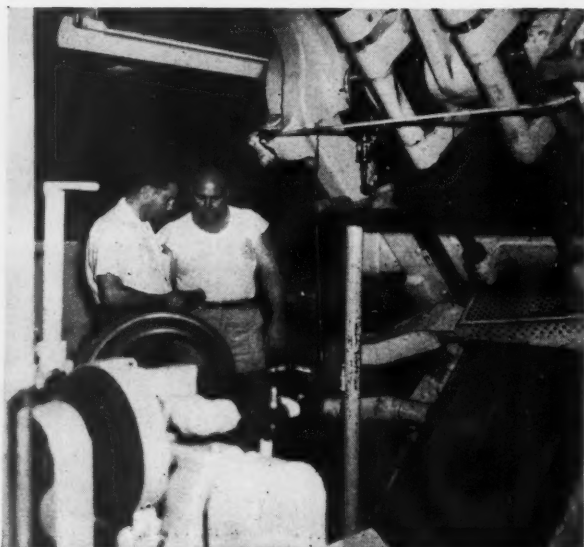
**FLAG RAISING CEREMONIES** formally opened Armstrong Cork Company's Dallas plant, with Joseph C. Feagley, vice president and general manager of the glass and closure division, running up the Stars and Stripes and Mayor Jimmie Temple hoisting the emblem of the Lone Star State. Pictured, left to right, are R. T. Palmer, manager of the Dallas factory; Mayor Temple; Mr. Feagley; and E. P. Davidson, Dallas plant engineer. Shown also are the twin daughters of Mr. Palmer—Nancy and Norma—who aided in the flag raising event, which was witnessed by Dallas city and county officials, Chamber of Commerce representatives, businessmen, and Armstrong employees.





**METAL DECORATING**, according to the bottler's design, is done at Armstrong Cork Company's Dallas plant with the lithographing press, pictured above, which transfers the various designs and decorations from a zinc plate to metal sheets, printing 288 individual designs simultaneously. Shown is Chief Lithographer H. F. (Harry) Hess, Jr., who has been associated with Armstrong for nine years and was transferred to Dallas from the Lancaster closure plant.

**PUNCH PRESSES**, like the one pictured below, are used to punch out each printed design and form it into the shape of a crown as the individual metal sheets are fed through the machines. E. K. (Elwood) Gerlitzki, production foreman, with 12 years of service, who was transferred to Dallas from the Lancaster closure plant, is shown at left checking crown dimensions with Thomas Perry, punch press operator.



become a single, integral unit. The assembled crowns are then inspected and, if no further operation is required, they are automatically counted and packaged.

Some bottlers, however, desire to have the crowns they use spotted with an aluminum or vinylite disc placed on top of the cork disc after assembly. The crowns that are to be spotted are sent from the assembling operation to the spotting machine, which punches out various types of spots and places them onto the cork discs. The finished crowns are then inspected on both sides and automatically counted and packed.

Once the crowns have been placed into cartons, either direct from the assembling machines or after passing through the spotting machines, the packages slide onto a power-driven conveyor, whose revolving rollers move the filled cartons through an inspection, shaking, and sealing operation, discharging the sealed cartons at the proper point for stacking onto pallets.

Should the operator of an assembly machine discover a defective unit among the crowns flowing from the machine for packaging, then all the crowns in that particular carton are moved to an inspection belt where they are re-inspected, top and bottom, for the removal of any additional defective units that might have been made during the various operations.

After passing through the inspection station for final spot inspection, the car-

(Continued on Page 36)

**CORK DISCS** are sliced from rods which, after having been cut to the required diameter by a shaving machine, are fed into a slicer, in which they are rotated against large circular knives which cut the rods into discs of desired thickness. Cork rods are pictured below being loaded into a slicing machine. The operator is Ben Franklin. From the slicer, the discs go to the sorting machine.



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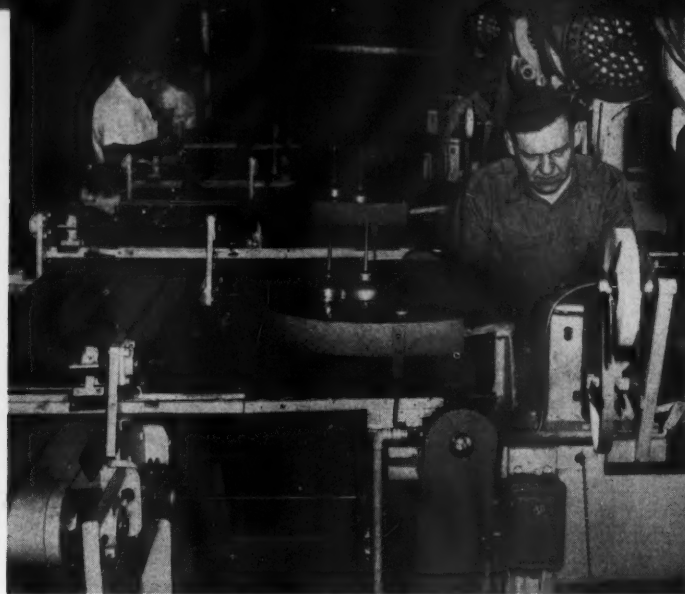
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**ASSEMBLY LINE**, shown above, is where cork discs are placed inside metal shells to form completed crowns. They are automatically counted into cartons, which after being filled are moved away on lower power-driven conveyor. Top conveyor brings empty cartons to machines. Operators pictured inspecting crowns after assembly are Elizabeth Corn, Elfie Belken, Ruby Caldwell, and Sally Burkes. Pictured in the foreground checking on a machine operation is Weldon Atkinson, mechanic.

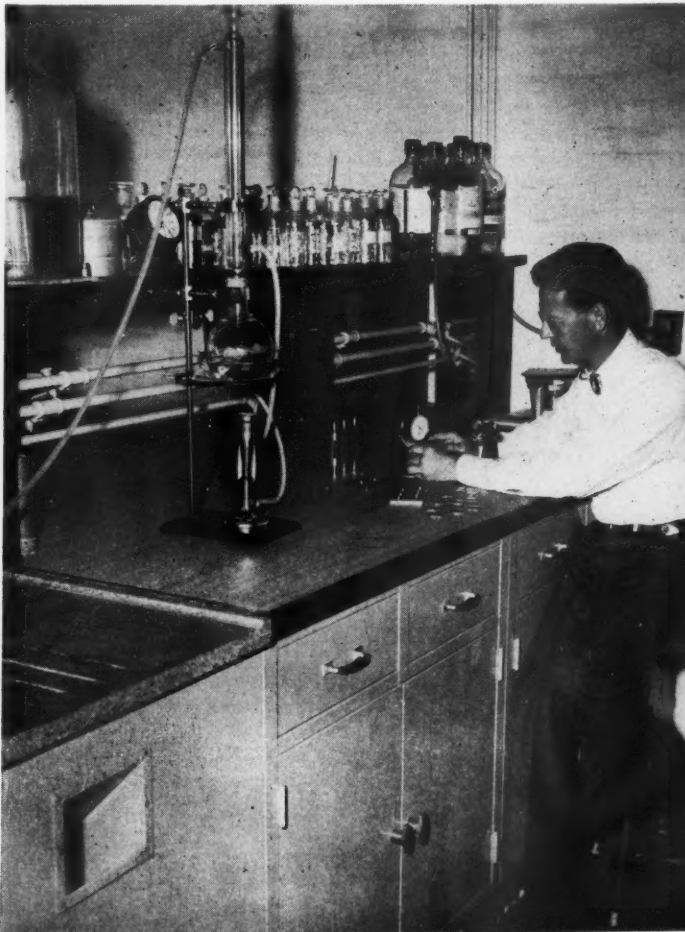


**SPOTTING MACHINES**, above, place small discs of aluminum (metallic foil) or vinylite (synthetic resin) on top of the cork discs. L. I. (Louie) Frank, mechanical supervisor of 25 years of service, who was transferred to Dallas from the Lancaster closure plant, is shown checking the operation of a spotting machine. Pictured in the background are Louise Carter and Laura Shipley, inspectors on the belt; Erlene Evans, machine operator; and E. K. Gerlitzki, production foreman.

**PLANT ENGINEER** at Dallas is E. P. (Ed) Davidson, who is pictured below at his drafting board. An experienced industrial engineer, Mr. Davidson has served Armstrong Cork Company for seven years and was transferred from the company's glass plant at Millville, N. J.



**FACTORY CHEMIST** and inspection manager, D. A. (Don) Gerz, below, is in charge of the completely equipped laboratory of the Dallas plant. With Armstrong for nine years, Mr. Gerz served the company in its central technical laboratory at Lancaster before assuming his duties at Dallas.







ferred to Dallas from other Armstrong plants. The remaining workers have been recruited from Dallasites. R. T. (Bob) Palmer, the Dallas factory manager, with a service record of 25 years, was moved to Dallas from the Lancaster, Pa., closure plant.

**ARMSTRONG'S DALLAS STAFF** also includes M. E. (Jack) Cramer, production foreman, who has been with the company for five years and formerly served at the Lancaster closure plant. He is shown above pinning a corsage on Erlene Evans, spot machine operator, on the occasion of the open house for Dallas citizens to inspect the plant. Pictured at bottom, left, is L. P. (Les) Ewen, plant comptroller and personnel manager, who has been a member of Armstrong's staff for 18 years and was transferred to Dallas from the Millville glass plant. At bottom, right, is C. J. (Jack) Sponsler, who is in charge of purchasing, traffic, and production control for the Dallas plant. With a record of nine years of service with Armstrong, he was moved to Dallas from the Lancaster closure plant. Shown at center is Mrs. Rose Beck, receptionist.

### Armstrong Cork Company

(Continued from Page 34)

tons are labeled and then fed into the sealer, where glue is automatically applied to both top and bottom flaps, which are then closed. The cartons remain under compression until securely sealed. A final step in the conveying operation is that of passing the carton through a shaker which by a shaking motion properly settles the crowns into the carton.

The Dallas plant is equipped with a modern machine shop used to keep all of the plant equipment and machinery in proper operating condition and to make necessary repairs.

The Dallas plant will employ about 80 workers when operating at full capacity, with a majority of the operations on a two-shift basis. Nine members of the factory staff—two having over 25 years of service with the company and all averaging 13 years of service—have been trans-



for sale ~ ~ ~

## EMPTY WOODEN BOXES

### • IT WAS HOT IN MEMPHIS—

The steaming Mississippi made the very air drip.

For blocks the curbs were lined with the leg-weary who had held their vantage points for the long overdue parade.

Down this side of the street, an urchin with all the earmarks of a "newsy" cried his wares. Not the latest edition, but empty wooden boxes offered as seats for the perspiring, fatigued onlookers.

Had this resourceful youngster been thinking more of making a flowery sales talk than in selling his boxes, he might have said:

"Take the downward pressure of your avoirdupois off your pedal extremities . . . try one of these handmade orange crates . . . only 10c."

Instead—in an authoritative bark, he told all within the sound of his voice: "Lady, rest your tired fanny on this box, only one dime."

This newsy knew his audience. He had boxes to sell . . . he sold them with simple down-to-earth directness.

Knowing your audience and knowing what you have to sell are primary requisites to successful advertising.

Your agency, with the foresight, the courage of their convictions and the ability to emerge with a simple analysis of your merchandising problems can do a job like the newsy.

***Your agency can find your market, find the straightest and shortest selling entrance, and, simply SELL your product—yes, even after the parade.***

**herbert rogers co.**

*Advertising*  
DALLAS, TEXAS

602 Wholesale Merchants Building R-9263

# Manufacturers And Wholesalers In Member Drive

**G**ATHERED in their mid-year meeting at the Hotel Adolphus last month, members of the Dallas Manufacturers' and Wholesalers' Association were reminded by R. L. Thornton, board chairman of the Mercantile National Bank, that building a city and building a market go hand in hand.

"This is especially true where a city like Dallas is in a strategic location to distribute its products into a densely populated area," Mr. Thornton said.

To step up its facilities, both in numerical strength and financial resources, for expanding its job of building the Dallas market, the Dallas Manufacturers' and Wholesalers' Association made its mid-year session the occasion for launching a membership drive. Newly recruited and prospective members were honored at the luncheon.



**FIRST NEW MEMBER** to be enrolled in the current campaign of the Dallas Manufacturers' and Wholesalers' Association was T. W. Hall, president of Hall Wholesale Company, 2317 Main Street, general merchandise distributor, who is pictured at right, above, being welcomed by Henry E. English, association president.

The manufacturers and wholesalers were told by Mr. Thornton that "it is a businessman's responsibility as well as

his opportunity to help build the city in which he lives."

"There is no business, generally speaking, that is not tied up closely with the city in which it is domiciled," he said. "The people of Dallas have built a great city and at the same time a great Southwestern market."

The campaign of the manufacturers' and wholesalers' group to expand its financial and membership strength is preparatory to the launching of a program for more comprehensive and intensive development of the Dallas market on an over-all level, including the promotion of all phases of industry.

"The rich Dallas market didn't just happen," pointed out Ernest L. Blanchard, Higginbotham-Bailey Company, chairman of the membership committee of the Dallas Manufacturers' and Wholesalers' Association. "It is the result of planning, organization, vision, courage, and a lot of hard work, sparked by the Dallas Manufacturers' and Wholesalers' Association."

"The organization's members do collectively what no one person or even a small group can do to build a market. It is to the best interest of every manufacturer or wholesaler, who has brought his business to Dallas because a good market exists, to help protect and expand that market by joining the manufacturers' and wholesalers' association."

**PRINCIPAL SPEAKER** at the mid-year meeting of the Dallas Manufacturers' and Wholesalers' Association, R. L. Thornton is pictured at left, below, with C. T. (Choc) Ellis, general sales manager of the Schoellkopf Company and a director of the manufacturers' and wholesalers' organization.







**GRAPHIC DISPLAY** of Dallas exports and imports in a window of the Dallas Power & Light Company was a highlight of last month's Dallas observance of World Trade Week.

## World Trade Week in Dallas

**K**EYNOTED by the theme, "World Trade Makes Good Neighbors," Dallas' observance of World Trade Week last month included a special luncheon at the Baker Hotel, sponsored jointly by the Dallas Export-Import Club and the Dallas regional office of the United States Department of Commerce.

As principal speaker, Loring K. Macy, chief of the food branch of the Office of International Trade, Washington, D. C., pointed out that the European Recovery Program is more than a plan for restoring and building up factories and farms in Europe. It is part of the efforts of the United States to reconstruct the network of international trade which was destroyed in large part by the war, he said.

Explaining that the ERP is not another lend-lease plan, with the Federal Government buying all the goods and shipping them to Europe, Mr. Macy said that exporters who have done business with Europe in the past should continue to solicit business through their regular agents and distributors abroad.

Under ERP, as it affects U. S. exports, the European importer will consult his government on the need for a particular product as part of the recovery program, Mr. Macy explained. The particular European government will next consult with the Economic Co-operation Administration and other agencies and

decide which commodities can be paid for with ERP funds. The European importer will then obtain his francs, kroner, or lira for U. S. dollars furnished by ECA to his government for the purchase of U. S. goods under ERP.

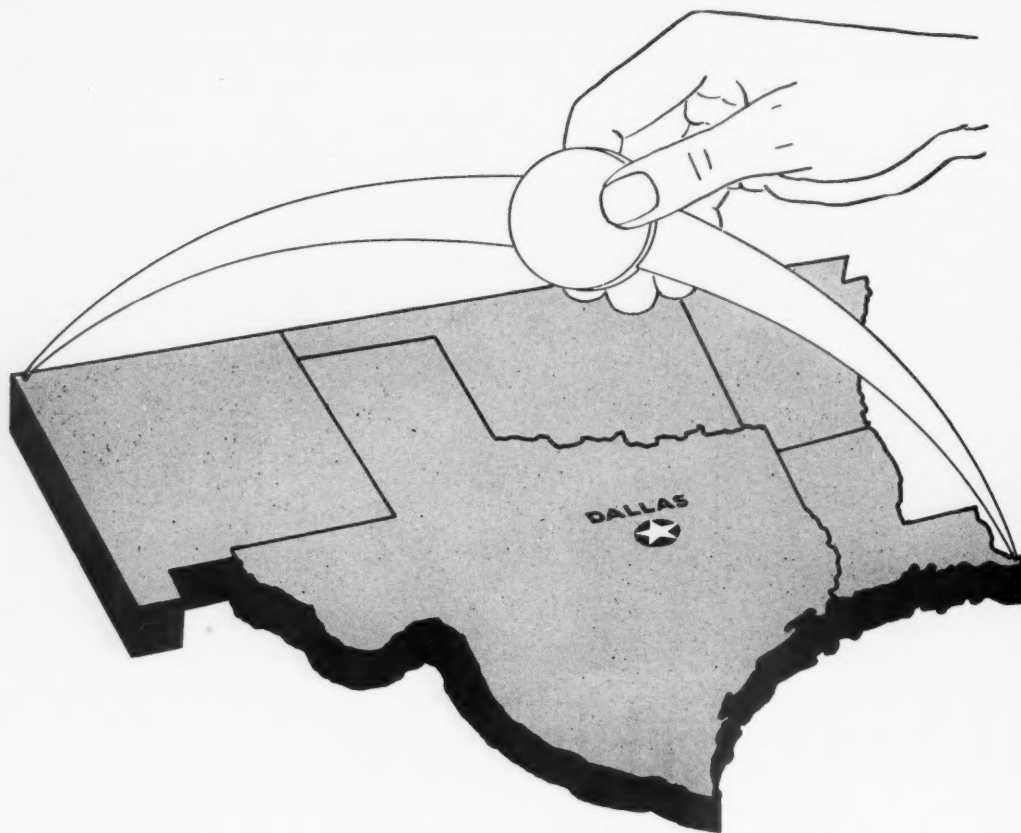
"The important thing to remember is that the European importer—not the U. S.

exporter—will initiate the action in requesting permission to use ECA dollars to pay for a shipment," emphasized Mr. Macy.

Dallas' observance of World Trade Week also included special window displays and other exhibits by various firms showing export and import merchandise for every day use in homes and industries.

**WORLD TRADE LUNCHEON** in Dallas last month brought together, left to right, Jacques Villere, manager for the foreign trade department of the Mercantile National Bank; C. Ray Martin, United States Department of Commerce; Loring K. Macy, chairman of the food branch, international trade division of the Department of Commerce; and Fred R. Horton, chairman of the Foreign Trade Committee of the Dallas Chamber of Commerce and president of the Export-Import Club of Dallas, which sponsored the luncheon jointly with the Department of Commerce.





## *Careful Planning*

...to meet the needs of the rapidly expanding Dallas Southwest—is a vital factor in the growth of your business.

And, no doubt, such growth will require an expanded banking service—for which the facilities of the Republic are geared to meet your needs.

<div style="border: 1px solid black; padding: 10px; background-color: black; color: white;"> <h1 style="margin: 0;">REPUBLIC</h1> <p style="margin: 0;">NATIONAL BANK of DALLAS</p> <p style="margin: 0;">CAPITAL &amp; SURPLUS    \$25,000,000    LARGEST IN THE SOUTH</p> </div>		
<small>MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION</small>		

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DALLA

# IN DALLAS *Last Month*

JOHN STUART, comptroller of the Texas Employers' Insurance Association and the Employers' Casualty Company, has been elected a vice president of the Insurance Accounting and Statistical Association.



**Regional Manager.** A. J. (Buck) Wilson, one-time district manager at Dallas for the Chrysler Sales Division of the

Chrysler Corporation, who became regional manager at El Paso early in 1947, has been moved back to Dallas as regional manager. Mr. Wilson, who has been in the automobile business for 20 years, joined Chrysler in 1933 as assistant service director for the Plymouth division at Dallas, and then became merchandising manager in the Chrysler division in 1936, succeeds L. M. Tuttle, who has been named regional manager at El Paso.

SCOTT HARRINGTON, formerly manager of the New York branch of the Washington Central Office of the Veterans' Administration, has assumed his new duties as manager of the Dallas regional office, succeeding LEON HOWELL, who has been acting manager since the recent resignation of ROBERT RICE and has been named manager of the San Antonio regional office.

J. V. CHADICK, formerly executive vice president of the Figaro Company, 2408 South Ervay, is now sole owner and president of the concern, which produces meat curing products.



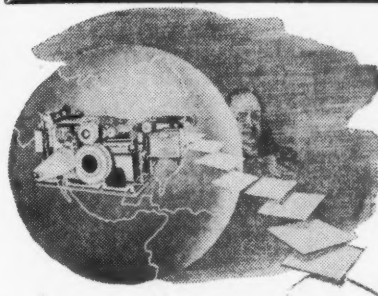
**New Vice President.** Garland Graham has been elected vice president of the Donovan Manufacturing Company. Mr. Graham has been credit manager of the firm, a post he will continue to hold. He has served the company for 17 years.

The PAUL BLACKWELL COMPANY, 2016 Richardson, has been named wholesale distributor for the Armstrong line of floor coverings.

**GEORGE W. EDWARDS**  
ARCHITECT

1509-A COCHRAN STREET CENTRAL-6582

HERMAN BLUM  
ENGINEER • CONSULTANT  
2812 FAIRMOUNT STREET, DALLAS 4 CENTRAL 6931



SINCE 1920 the Powell Printing Company has contributed to growing Dallas by delivering ON TIME orders for printed matter that has kept the wheels of progress turning. Men with ideas to sell . . . friends to make, markets to reach . . . use the printed word first and last. We have helped these men in the past, we can help you, too, get the results desired from printing.

A Complete Printing Service

Powell  
Printing  
Company

1608 Wood St. R-9528 Dallas

**VIKING LINES**

**20th YEAR**

**dependable MOTOR FREIGHT SERVICE**

★

2020 EAKINS ST. • PHONE RIVERSIDE 4670 • DALLAS

Member: DALLAS CHAMBER OF COMMERCE





**General Manager.** John T. Hornburg, who has been active in the food business in North Texas for many years, has been named general manager of the Dallas branch of the Griffin Grocery Company. He served as representative in North Texas for eight years for a national soap

manufacturer, and before that was a wholesale grocery salesman for eight years.

LORENE FLETCHER of Dallas has been elected vice president and J. NOLAN BEAL of Dallas has been named secretary-treasurer of the Southwestern Comptrollers' Association. Directors include NORMAN W. BRAMLEY, C. W. SCHWEATHMAN, and LEO RTHOUSE of Dallas.

GAY WHITE, one of the founders of Radio City Distributing Company in Dallas and active in the appliance and radio business in Dallas for 25 years as a manufacturers' representative and distributor, has been appointed general merchandising manager for Texas Wholesalers, 2211 Commerce, distributor of home appliances and radios.




**Elected Vice President.** Walter A. Akard has been advanced to vice president of the Morten-Davis Company. He will continue to serve as assistant to J. B. Donovan, president of both Morten-Davis and the Donovan Manufacturing Company.

**BROAD & NELSON**  
ARCHITECTS, ENGINEERS, PLANNERS  
BURT BUILDING DALLAS—R-4768

Typewriters  
Adding Machines  
Repairs and  
Supplies  
**S. L. EWING CO.**  
1919 Main Street C-5401 Dallas

**O'KEEFE POWERS**  
Advertising Agency  
412 LACY BLDG. C-8377  
**SOWERS of SALES**

*always*  **75°** *cool*

**LOMA ALTO HOTEL** Lemmon Avenue, near Loma Alto  
L-2174 • Wm. G. Marlin, Manager  
**LAKEWOOD HOTEL** Abrams Road, near Gaston Avenue  
V4-1601 • Chas. A. Closson, Manager  
**LAWN HOTEL** Lemmon Avenue, near Oak Lawn Avenue  
L6-6684 • John W. McCann, Resident Manager

**Skiles**  
*Employment—*  
*"A Superior Service"*

Call R-5801

and let us help you with your  
personnel problems. We offer  
complete, efficient service.

MRS. SUSIE L. SKILES

506 Southwestern Life Building  
DALLAS

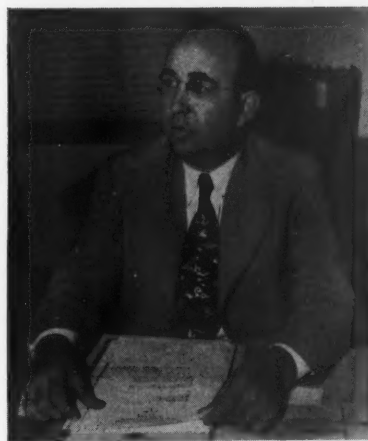
*No Cost to Employer*



**Heads Life Underwriters.** Ed O. Choice, member of the Dallas agency of the Great National Life Insurance Company, will take office July 1 as president of the Dallas Association of Life Underwriters, succeeding J. Howard Ardrey,

general agent for the Indianapolis Life Insurance Company. Fellow officers will be Guy L. Goldstandt, first vice president; Milton F. Simmons, second vice president; Mrs. Anne W. Judd, secretary; and Orville M. Erickson, treasurer. Newly elected directors to serve two-year terms are Raymond Campbell, Jr., John L. Evans, Herbert M. Holcomb, and Henry H. Jacoby. Holdover directors are L. Mortimer Buckley, Newman Long, Olan R. Massey, and William B. Orman.

**TRENT C. ROOT**, formerly assistant to the president of Texas Technological College at Lubbock, has become assistant in finance administration to the president of Southern Methodist University. **WILLIS TATE** has been named dean of students at S.M.U., **C. L. WISEMAN** has been appointed director of the department of education, and **DR. J. M. CLAUNCH** has become director of Dallas College.



**Promoted by Chevrolet.** J. D. Dietrich has been advanced to truck manager in the Southwest area for the Chevrolet Motor Division of General Motors Corporation, with headquarters at Dallas. Mr. Dietrich was formerly truck manager of the New Orleans zone.

## GRAYSON GILL

Architect and Engineer

1913 San Jacinto Street  
Dallas 1, Texas

## CHAPPELL, STOKES AND BRENNKE

CONSULTING ENGINEERS

INDUSTRIAL PLANTS • MUNICIPAL IMPROVEMENTS • STRUCTURAL DESIGNS

312 BURT BUILDING

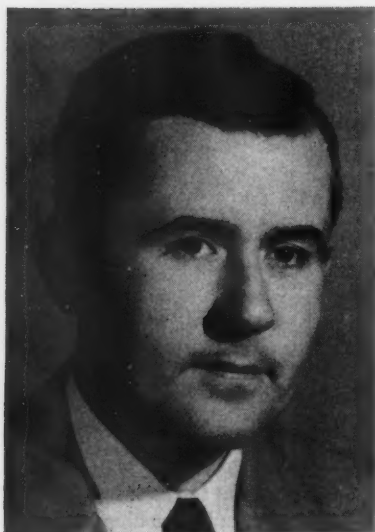
— DALLAS —

RIVERSIDE-2837

*Hats Off* to the **Dallas Advertising League**  
...celebrating their 40th Anniversary



**WILSON Engraving Company**  
2117 COMMERCE DALLAS



**New Lawyers Title Officers.** Fred H. Timberlake, left, has been moved up from vice president to president and title officer of the Lawyers Title of Texas, Inc., 1107 Main, subsidiary of the Lawyers Title Insurance Corporation. Charles C. Hampton, center, has been elected vice president to succeed Mr. Timberlake. E. Gordon Smith, right, vice president of the Lawyers Title Insurance Corporation, has been placed in charge of business development in Texas, Arkansas, Oklahoma, Arizona, and New Mexico.

Mr. Timberlake, who has been with Lawyers Title for 10 years, will in addition to serving as president of the Texas corporation have duties as manager of the parent firm's branch office in Dallas. Mr. Smith, who has been with Lawyers Title for 20 years, will continue to make his home in Dallas, the center of the new Southwestern territory to which he has been assigned. J. Percival Rice, Dallas attorney, has been retained as Texas general counsel for Lawyers Title. Christine Buchek is secretary and Dorynda Beals is treasurer of Lawyers Title of Texas.

**DOES IT  
PAY  
TO GO  
TRANSIT ?**  
*Maybeit*  
**WILL  
PAY  
YOU...**

**So you live 7  
miles from your  
office...**



7 MILES "TO AND FROM" = 14 MILES  
1 GAL. OF GAS = 14 MILES \$ 26¢  
1 DAY'S PARKING = 50¢

TOTAL = 76¢

ROUND TRIP BY  
BUS COSTS ONLY... 20¢

**SAVE 56¢ PER DAY!**

**Dallas Railway**  
& TERMINAL COMPANY





*A Postwar dream come true!*

## **SEEBURG SELECT-O-MATIC 200 LIBRARY FOR FACTORIES..OFFICE BUILDINGS..HOTELS..CLUBS**

MOST AMAZING NEW INSTRUMENT since invention of the phonograph! The ideal music, radio, and paging system for large establishments. Holds 100 records . . 200 selections . . programs may be set up for 15 minutes to 14 hours without repeating a record! From this basic unit . . speakers may be wired over a large plant . . to all rooms of a hotel . . over various floors of a department store or other large establishment. Music programs may be continuous . . or set up on the "timer" to play during certain periods only. The AM-FM radio will bring in special broadcasts, and the efficient paging system will prove invaluable. Special cabinet model available for home gamerooms. See your dealer for complete information!

Dallas Dealers:

**SANGER BROS. and THE RECORD SHOP**

## **S. H. LYNCH & CO.**

*Exclusive Southwest Seeburg Distributors*

★ **We Are The Printer  
You Are Looking For  
If You Value—**

*Skill*—**THAT MAKES A  
CHALLENGE OF EACH OF  
YOUR PROBLEMS**

*Experience*—**THAT HELPS  
INCREASE YOUR BUSINESS**



## **DUDLEY HODGKINS COMPANY, INC.**

*Manufacturing Printers*  
**"READY TO MEET YOUR EVERY NEED"**

2117 Commerce

DALLAS

R-9856

## **B** **BOUGHT - SOLD - QUOTED**

**BANK STOCKS—INSURANCE STOCKS—PUBLIC  
UTILITY, PREFERRED AND COMMON STOCKS—  
CORPORATION BONDS—MUNICIPAL BONDS**

*Your inquiries are invited.*

★ *Oldest Trust Company in Dallas  
Specializing in Investment Stocks and Bonds*



**DALLAS UNION TRUST CO.**

502 DALLAS NATIONAL BANK BLDG.

DALLAS, TEXAS



**NEB Vice Chairman.** H. Nestor DuVall, co-owner with his wife, Mrs. Nell B. Cloud DuVall, of the Cloud Employment Service, has been appointed vice chairman of the membership committee of the National Employment Board. His duties will include recruiting new members and coordinating the plans of the NEB in Texas, Oklahoma, Arkansas, Louisiana, Mississippi, and Alabama.

LEWIS A. BARR, former member of the Dallas agency of the Connecticut Mutual Life Insurance Company, has established Barr-Davis & Company, mutual fire, casualty, automobile, and life insurance agency, with offices at 411½ North Ervay. GEORGE B. PERFECT, also former Connecticut Mutual agent, has joined the new firm. MAUREEN CRAIG STEINER is office manager.

### **S. J. NADEL, CLU. AND ASSOCIATES**

*Life Insurance Counselors*

2006 Tower Petroleum Building  
Telephone R-3083



### **DIAMOND BARGAINS**

o  
*Professional  
Watch Repair  
Service*

**CLAUDE ZIMMERLY**

316 Republic Bank Bldg.

C-2748



**Agency Secretary.** W. A. (Bill) Lewis has been appointed to the newly created post of agency secretary and public relations director of the Great American Reserve Insurance Company of Dallas. Mr. Lewis was formerly manager of Great American Reserve's Dallas agency and before that was a personal producer with headquarters in the company's home office.

A. ROSS FRANK, who has been in the lumber business in Dallas for more than 20 years, has become a partner with JOHN R. NOBLE in the Dallas Brick Company, which has added a complete line of lumber and other building materials.

## VISUALIZATION and PLANNING

## of YOUR ADVERTISING For MORE RESULTS!

Whatever your Advertising problem is, our experience of more than 20 years in publication and advertising work can help you get more for your advertising dollar. Write or telephone for an appointment.

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MAIL • PUBLICATION • RADIO

**PERRY Advertising**

GERALD F. PERRY  
523½ South Ervay St.  
Telephone Riverside 5612

ROBERT IRVINE, who has been assistant general manager of Southern Prop-

erties, has been named chief engineer for the Southland Corporation.

"When You See Me—DON'T Think of Life Insurance—BUT—When You DO Think of Life Insurance—SEE ME..."

## COMPLETE SERVICE

LIFE INSURANCE — ANNUITIES  
GROUP — SICK AND ACCIDENT  
HOSPITALIZATION

**A. C. HENDERSON**

General Agent

PROVIDENT LIFE & ACCIDENT INSURANCE CO.  
1209-10 Praetorian Building — Dallas — Phone R-3068



# THE *Texas* SELLS DALLAS



This magic city is the center of the integrated market of the Great Southwest... 17,500,000 people... 4,750,000 families with a powerful buying income of some fifteen billion dollars... a city with cheap and abundant fuel... strategically located industrial sites... excellent and all-inclusive transportation facilities... ample and convenient sources of raw materials... an unexcelled labor picture with an ample supply... leads the Southwest as a financial center.

## ASK THE "TEXAS" ABOUT DALLAS

The Commercial and Industrial Information Service of the "TEXAS" Bank will promptly and accurately supply the necessary details regarding this great market center and all other parts of the State of Texas. Our Real Estate Department can aid you in property negotiations, etc. We invite your inquiry and will be happy to serve you.



As appeared in the May 3, 1948 issue of the Southwest Edition of THE WALL STREET JOURNAL.





**Winners of Gulf Service Awards.** Four Dallas men who have received service awards from the Gulf Oil Corporation are pictured with O. H. Carlisle, division sales manager and a Gulf veteran of more than 40 years of service, who made the presentations at recent ceremonies. Shown, left to right, are William A. Gilley, delivery salesman, awarded 20-year cer-

tificate and emblem; Harry L. Bateman, district warehouse plant superintendent, presented with 20-year certificate and emblem; Mr. Carlisle; Charles A. Rowe, aviation representative, recipient of 10-year award and certificate; and George R. C. Dasch, associated with the Gulf Tire and Supply Company, winner of 25-year award.

**ART  
STUDIO**

DESIGNING • ILLUSTRATING • PORTRAITS

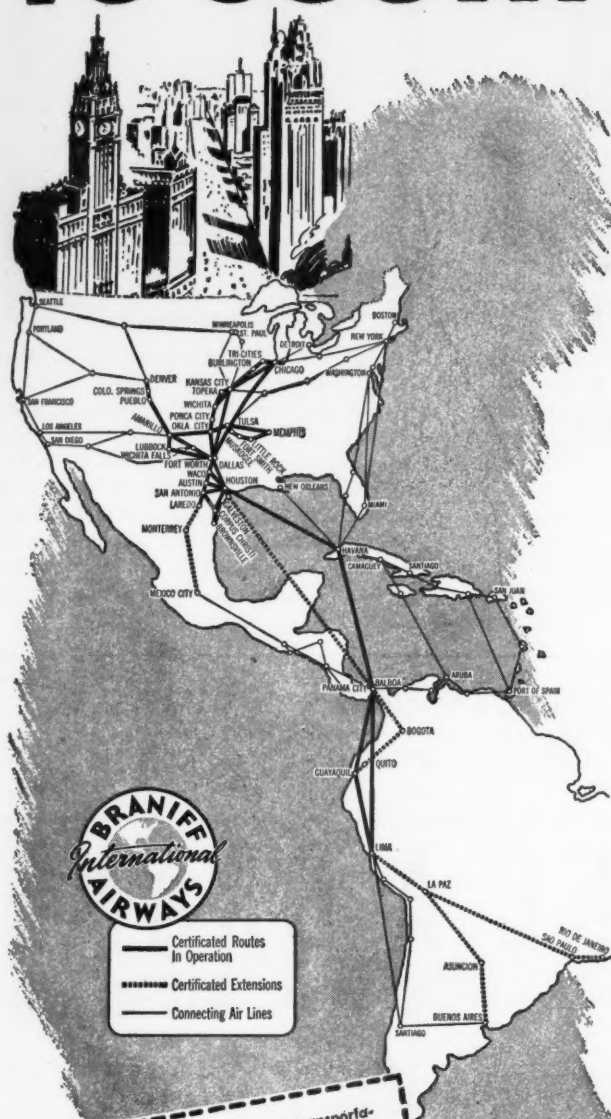
*Riverside 2122*

JOSEF CHESMERE SVOBODA

1901 McKinney

Dallas 1, Texas

# Now Fly **BRANIFF** **TO SOUTH AMERICA**



\* Braniff—a great name in air transportation since 1928 . . . holder of 15 national safety awards . . . Member Air Transport Ass'n and International Air Transport Ass'n . . . Service authorized by the governments of Peru, Ecuador, Panama, Cuba and the United States . . . Certificated by the Civil Aeronautics Board to fly 11,600 miles of national and international routes.

**Fast Direct DC-6  
Air Service to  
Havana — Panama City  
Guayaquil — Lima**

*3 Flights Weekly... Each Way*

New BRANIFF\* speed and luxury in the world's most beautiful airliners. Down-soft berths at reasonable rates in DC-6 Braniff-Liners make your overnight trip seem even shorter. Or, for those who prefer to spend a little less, Airfoam, fully adjustable Braniff sleeper chairs at no extra fare. And for both, curtained privacy.

#### **UNIQUE NEW TOURIST SERVICE**

A never-before service in a Braniff-designed Douglas DC-4 Tourist-Liner. Attractive tourist rates. Ask for details on this unusual service.

#### **FAST ONE AIRBILL CARGO SERVICE**

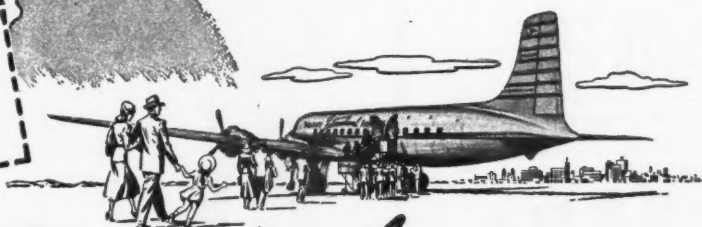
Reliable air cargo service with one company responsibility from the point of Braniff enplaning to destination.

#### **CONVENIENT CONNECTIONS BY AIR**

At Havana from the east coast; at Chicago, Kansas City, Denver, Amarillo, Ft. Worth, Dallas or Houston from other off-line points; at Lima to Santiago and Buenos Aires.

Whether you're traveling for business or pleasure —go Braniff! Call your favorite travel agency, connecting airline, or any Braniff office for complete information.

**LOVE FIELD • DALLAS 9, TEXAS**



## **BRANIFF** *International* **AIRWAYS**

**FRIENDLY TRANSPORTATION**

CHARLES W. CAYTEN, Southwest district credit manager at Dallas for the General Tire & Rubber Company, has been named a director of the National Association of Credit Men.

## Business Broker

REAL ESTATE

AND

## Business Property

**R. R. McCAULEY**

REALTOR

Phone R-1833

1618 BRYAN

DALLAS



**Advanced by Texas Employers'.** R. R. Price, left, former manager of the payroll audit department of the Texas Employers' Insurance Association and Employers' Casualty Company, has been moved up to assistant manager of the compensation and liability underwriting department for the companies, and B. L. Jamison, right, former supervisor of the payroll audit department, has been named manager to succeed Mr. Price. With the Texas Employers' for 20 years, Mr. Price served in West Texas, Kansas, and Oklahoma as a payroll auditor until he was transferred to the home office at Dallas in 1941 to head the payroll audit department. Mr. Jamison has been with the Texas Employers' organization for eight years and served as a payroll auditor in the Houston, Tyler, Oklahoma City, and Fort Worth offices before becoming supervisor in the home office department in 1945.

## THOMAS, JAMESON & MERRILL

ARCHITECTS AND ENGINEERS

820 NORTH HARWOOD  
DALLAS 1, TEXAS

*Employment Agency*



PRESENTING  
DALLAS'  
FINEST  
EMPLOYMENT  
SERVICE

CALL ★ OFFICE  
★ SALES  
**R. 3426** ★ TECHNICAL

Time Saved in Finding Right Employee  
With a Minimum of Interviews  
NO CHARGE TO EMPLOYER

**EVANS**

1714  
COMMERCE STREET

EMPLOYMENT SERVICE

# TAKE A BRAND any brand



The odds are 76 to 1 that you will find the brand you want at the fairest price at Huey & Philp. The largest and most complete stocks of known brands have been carried by Huey & Philp for 76 years. No matter what your needs, Huey & Philp, the oldest and largest suppliers in the Southwest, can serve you . . . with the best!

**HUEY & PHILP**

HARDWARE COMPANY

DALLAS, TEXAS

*Exclusively Wholesale*

DALLAS • JUNE, 1948



The Right Site is

waiting for you . . .

on the road of  
planned progress

New industrial districts served by Rock Island trackage offer industry excellent plant sites closer to the heart of Dallas than any others now available.

The locations shown in the maps below enjoy direct, fast, efficient transportation via the 8,000 miles of Rock Island Lines to all points in the United States including fine export-import service to and from the terminals at Houston, Texas City and Galveston.

For full information, contact:

IN DALLAS

W. J. Ford, Division Freight Agent

Rock Island Lines

Commerce & Field Streets

IN CHICAGO

W. E. Bolton, Industrial Commissioner

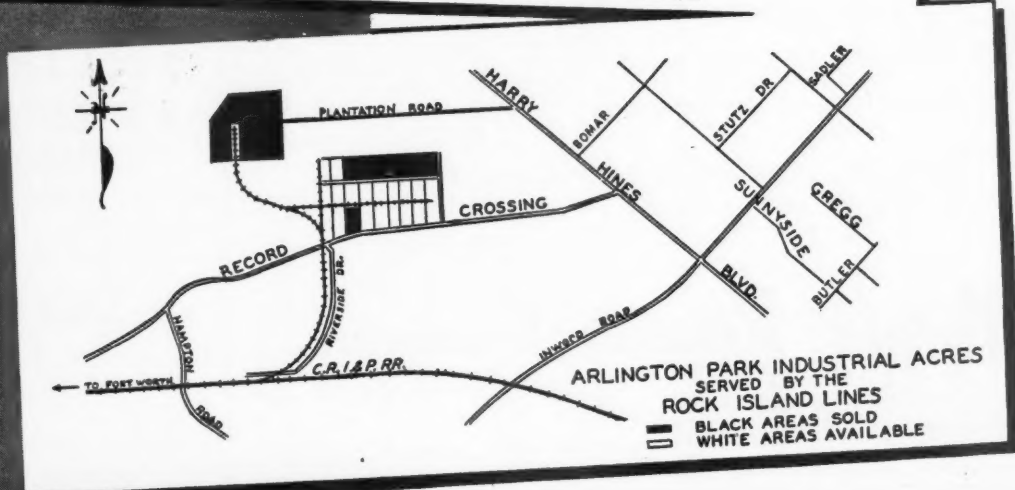
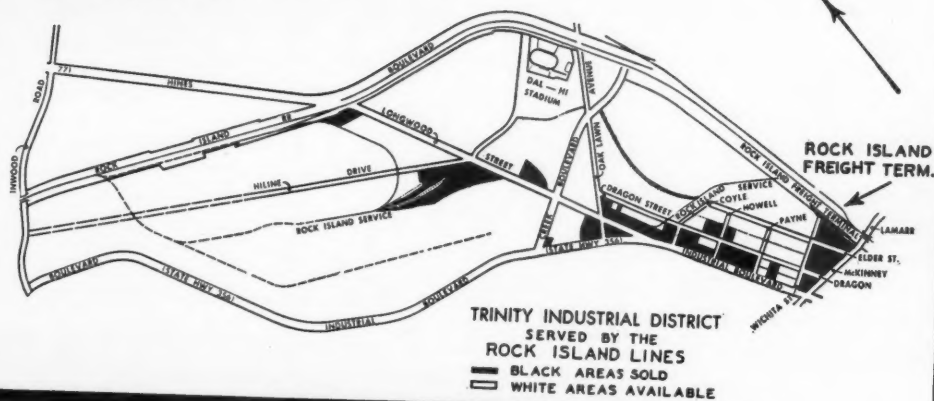
Rock Island Lines

La Salle St. Station



## ROCK ISLAND LINES

*Route of the Rockets*

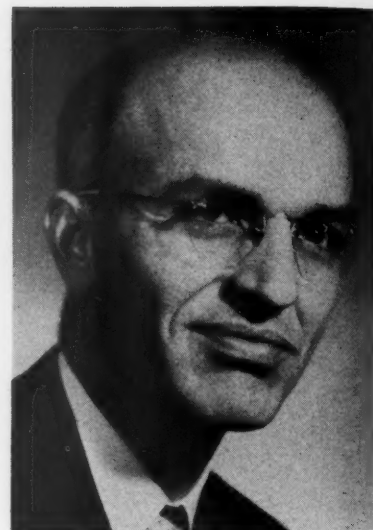


With the Sheffield Steel Corporation for nearly seven years, **WALTER H. LEO** has been appointed district manager of the company's Texas office at Dallas.

Let Us Demonstrate The  
**WORLD'S FASTEST  
ADDING MACHINE**

For You Without Obligation  
Call Central 7989 or Central 8823

**CLARY**  
MULTIPLIER CORP.  
1624 Bryan . . . Dallas



**New Vice President.** Robert H. Norris, who has been treasurer of Dearborn Stove Company of Dallas since January, 1947, has been elected vice president and general manager. Mr. Norris, who in addition to his new duties will retain those of treasurer, has been a member of the Dearborn staff for three years, having joined the company as comptroller when it established its Dallas factory and moved from Chicago a major portion of its operations.

**BUTLER AND LAND**, 3405 Milton, have been appointed representatives in North Texas for the Weston Electrical Instrument Corporation of Newark, N. J., as successor to T. C. RUHLING, who has retired from business.

## Making your words say what you mean

*. . . is the art of the Advertising Printer!*

When you send out an advertising piece—direct mail, house organ, point-of-sale booklet or whatever—its effectiveness depends to a great degree upon the skill of the printer who produces it. Making your words say what you really mean is an art—the art of the Padgett organization.

For many years Padgett Printing Company has given its clients outstanding printing—has given their written words the clear reproduction and powerful appearance which only an experienced *advertising printer* can achieve.

**FOR THE BEST ADVERTISING PRINTING—  
INSIST ON PADGETT PRINTING**

**Padgett Printing Company**

1515 Bryan Street

Dallas, Texas

Riverside 5191

**PLUMBING  
HEATING  
ELECTRICAL  
AIR CONDITION**

**CONTRACTORS &  
CONSTRUCTION ENGINEERS**





**Joins Mercantile.** John C. Jester, who for the last three years has been vice president of the Colonial Trust Company of New York and has maintained headquarters in Dallas to handle that bank's Texas business, has joined the Mercantile National Bank as vice president. After attendance at the University of Texas and Yale University, Mr. Jester became associated with his father, L. L. Jester, in

the Jester National Bank in Tyler. He was one of the organizers of the old Dallas National Bank in 1920, which he served for 11 years. He next was an agency examiner for the Reconstruction Finance Corporation and then was bank examiner for the Federal Deposit Insurance Corporation.

LEO HOWELL of the staff of the Federal Reserve Bank of Dallas has been elected president of the Dallas Chapter of the American Institute of Banking. His fellow officers are THOMAS B. WHITIS, JR., vice president; FRANK WOLFE, treasurer; and MAURINE RILEY, secretary. New members of the board of governors are JOHN H. CUMBY, J. COOK EVANS, and M. W. PAYNE. Holdover members are IVAN C. PATTERSON, MRS. DOROTHY SEALEY, TRAVIS BUCKNER, OLETA RICHARDS, F. WILLIAM WILDMAN, and H. C. MAIDEN, JR.

PRIOR HIEATT, who joined the Southwestern Life Insurance Company in 1920, has been advanced from assistant cashier to cashier as successor to the late C. M. ELMORE.

## Advertising Campaign 1748..

**T**imes and methods have changed, but the basic idea hasn't. A single outdoor board, such as the sign of the Silver Stag, frequently identified a place of business and a service, and gave customers and prospects something definite to remember.

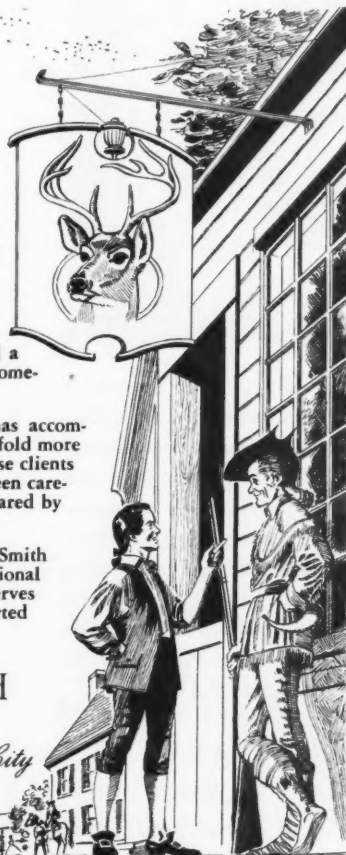
For more than 30 years Rogers & Smith has accomplished the same thing, on a scale a thousandfold more complex, for its clients. Two things all of these clients have had in common—their problems have been carefully analyzed, and their advertising, as prepared by Rogers & Smith, has been effective.

That's why the average tenure of Rogers & Smith service to its clients is three times the national average—and why Rogers & Smith still serves five of the seven accounts with which it started in business in 1917!

**ROGERS & SMITH**  
ADVERTISING

ESTABLISHED 1917  
Dallas • Chicago • Kansas City

NEWSPAPER • MAGAZINE • OUTDOOR  
RADIO • DIRECT MAIL • SPECIALTY  
PUBLIC RELATIONS



## There's Always a FIRST

It's United **FIRST** for reaching more people for less money! A 100 showing of 24-sheet posters delivers 12,184,500 NAC\* impressions per month . . and at the lowest per thousand cost in Dallas!

- ★ Poster Panels
- ★ Painted Bulletins
- ★ Spectaculars

\*Net advertising circulation based on the formula used by the Traffic Audit Bureau.

# UNITED

ADVERTISING CORPORATION OF TEXAS

Main at Haskell ★ Dallas, Texas



WILLIAM G. GASTON has been announced as manager of the Dallas zone office scheduled for opening August 1 by the Hudson Motor Company.

# Edwin Jankus

## TAILORS — IMPORTERS

313-A NORTH AKARD — DALLAS, TEXAS  
C-2584



you don't  
tell me....!

... you bet we mean to tell you ... in no uncertain terms. In 1948 there is now no doubt about it. The fine progressive thinking of Dallas' outstanding advertising-minded executives, together with the consistent development of our advertising agencies, has spotlighted Dallas in the eyes of the nation. Forty years of exceptional sales-slanted copy, superior ad design and production has given Dallas a reputation for creating advertising which conforms to the highest standards in the advertising profession today. Congratulations Dallas Ad Men!

**SOUTHWEST PRINTING COMPANY, INC.**  
917 CAMP ST. • DALLAS 2, TEXAS • CENTRAL 9224  
*Skillful Excellence in Every Phase of the Graphic Arts*



**Named General Counsel.** James P. Swift has been appointed general counsel for the Southwestern Life Insurance Company of Dallas to fill a post vacated by James R. Wood when he was moved up to the presidency of Southwestern Life. A graduate of the University of Notre Dame and a veteran of World Wars I and II, Mr. Swift has been practicing law in Dallas since 1927.

**PAUL CARRINGTON**, Dallas attorney and former president of the Dallas Chamber of Commerce, has been named a director of the American Planning and Civic Association.

**WILLIAM BURT** has been appointed Southwest divisional manager at Dallas for the McBee Company of Athens, Ohio, manufacturer of accounting equipment and systems.

**YOUR**

### House Doctor

HEATING - PLUMBING - BUILDING  
.... Repairs and Installations ....

**ONE-STOP MAINTENANCE**  
Business, Industrial Buildings

*Emergency Repairs*  
Nights ... week ends ... off  
business hours

**BUILDING MAINTENANCE  
SERVICE, INC.**

2241 Butler Street  
LAKESIDE 5168



**Cost Accountants' Chief.** Dennis L. McGill of the Guiberson Corporation is the new president of the Dallas Chapter of the National Association of Cost Accountants. Other officers are Robert I. Maloney and J. P. Stone, vice presidents; B. Reid Yeager, secretary; and Frank C. Taylor, treasurer. Directors are William M. Ransome, Wendell H. Roquemore, Len F. Smith, Harold A. Meierding, Ralph W. Rager, H. D. Edwards, Wesley O. Earnst, Frank Heller, and Robert S. Turner. Associate directors are R. K. Guinn, Beauford Berry, George B. Parks, Gilbert R. Putman, W. A. Cameron, John C. Dengler, Sidney S. Rodgers, M. Fred Groves, A. D. Fraser, Jr., Arthur C. White, A. G. Boylan, J. W. Harrison, and Louis E. Henegen.

JACK S. HANCOCK, president of Texas Motor Coaches, which recently inaugurated non-stop service between Dallas and Fort Worth, has been elected a director of the Texas Motor Bus Association.



**Head of "1752" Club.** Gregory E. Good, special representative of the Northwestern Mutual Fire Association, is the new president of the Texas "1752" Club, an organization of field representatives of mutual insurance companies. Other

officers are Wray P. Clark, vice president; and Cecil E. Mayer, secretary-treasurer. Robert S. Dial, the retiring president, is chairman of the board of directors, which also includes L. W. Gaskill, Sr., and W. W. Hathaway and Cecil A. Dulle of Tyler.



**SINCE 1885 ...**



*A symbol of excellence and a standard of quality in Dallas and throughout the Southwest . . . a modern advertising and newspaper typographic service plus STADEEP Direct Pressure mats and stereotypes. Call Central 4535 for fast, quality service. We will meet your deadline!*

**WESTERN NEWSPAPER UNION** in Dallas  
CENTRAL 4535 406 SOUTH AKARD STREET

## Real Estate — Loans —

HOMES, APARTMENTS AND  
BUSINESS PROPERTY

**F.H.A., Conventional and  
G.I. Loans**

Low interest—prompt, friendly  
service—liberal, flexible pro-  
grams to fit your requirements.  
Commitments on plans.

**MURRAY**

INVESTMENT COMPANY

"Real Estate Financing Since 1908"  
718 Republic Bank Building  
Telephone C-4358

## You Know Your Trucking Costs When You Lease

1-Ton Stake to 5-Ton Tractors and Trailers  
Available on Single Trip, Weekly, Monthly or  
Annual Basis.

**American Truck Leasing Associated System**

Division of  
**HAMILTON & ELLIS, INC.**

4110 S. LAMAR

REO TRUCK DISTRIBUTORS

PHONE H8-2851



**Automotive Manager.** T. C. (Buddy) Garrett, who has been in the automotive field for 25 years and was formerly, automotive sales manager for the Schoellkopf Company of Dallas, has returned to the firm as general manager of the

### Hudson & Hudson

Industrial and Business Properties  
Sales, Leases and Management  
1225 Mercantile Bank Building  
PHONE R-9349—DALLAS

Alex D. Hudson James S. Hudson  
Alex D. Hudson, Jr.

## CLOUD

### Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems  
by calling...

# R-9581

We have Executives, Office, Sales,  
and Technical help of all kinds.

Your use of our interviewing  
room is invited.

MRS. NELL B. CLOUD, *Manager*

Liberty Bank Building  
DALLAS 1, TEXAS  
No Cost to the Employer

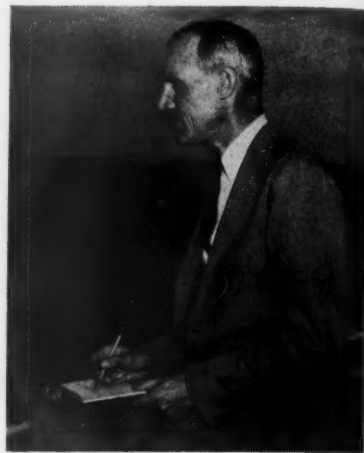
automotive division. For the last five years he has been a partner in the Auto Parts Company. He is treasurer of the Texas Automotive Wholesalers' Association.

1 1 1

The REV. PATRICK HENRY, JR., pastor of the Preston Road Christian Church, is the newly elected president of the Dallas Pastors' Association. Other officers who will serve with him are the REV. HARRY SARLES, City Temple Presbyterian Church, vice president; and JOHN H. HENRY, general secretary of the Young Men's Christian Association, secretary-treasurer. Members named to the executive committee are DR. FRANK C. BROWN, First Presbyterian Church; the REV. C. GRESHAM MARMION, Church of the Incarnation; the REV. LUTHER HOLCOMB, Lakewood Baptist Church; DR. W. HARRISON BAKER, Oak Cliff Methodist Church; and the REV. ARTHUR G. SWARTZ, Central Congregational Church.

1 1 1

J. MALCOLM WATSON is the new president of the Oak Cliff Civitan Club, succeeding W. H. WELCH. Other officers are LUKE LOYD, HARRY HABERMAN, and W. T. BULLOCK, vice presi-



**Aviation Director.** George P. Coker, Jr., formerly operations supervisor at Love Field for American Airlines, has become aviation director for the City of Dallas, succeeding to the post formerly held by James R. Wycoff, who resigned to enter private business in Hobbs, N.M. Mr. Coker, who joined American Airlines 18 years ago, has served all of that time at Love Field except for a year and a half in Fort Worth.

dents; RALPH CRABTREE, treasurer; and W. B. WILL, secretary.

## LANDAUER and GUERRERO

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing  
Design and Supervision

4801 Lemmon Avenue

J-8-9562

## For the Best in Janitor Supplies

Call "Central"

Phone T 7-6425

SERVING

HOTELS  
BUILDINGS

TRANSPORTATION  
INSTITUTIONS

HOSPITALS  
INDUSTRY

- |  |                |
|--|----------------|
| ★ SOAP AND SOAP POWDERS                | ★ INSECTICIDES |
| ★ DISINFECTANTS                        | ★ CLEANERS     |
| ★ FLOOR WAXES                          | ★ DEODORANTS   |
| ★ SCRUBBING AND POLISHING MACHINES     |                |
| ★ WASTE RECEPTACLES AND GARBAGE CANS   |                |
| ★ RUBBER AND STEEL MATTING             |                |
| ★ BROOMS, BRUSHES, MOPS, BASKETS, ETC. |                |

## Central Chemical Company

3428-30 Commerce Street • Phone T7-6425 • Dallas





**Heads Bank Auditors.** New president of the Dallas Conference of Bank Auditors & Comptrollers is C. E. Crosby, cashier of the recently organized Empire State Bank, who succeeds W. E. Jones, Jr., auditor of the Republic National Bank. Other officers are F. D. Price, vice president; and T. A. Hardin, secretary-treasurer. Executive committeemen are R. A. Walker, Joe Scudder, and Walter Johnson.

ROY WHISENHUNT of Dallas has been named a member of the Southwestern regional committee of the National Rehabilitation Association.

LOOSE LEAF COVERS • EDITION BINDING  
"WIRE-O AND CERLOX PLASTIC BINDING"

Ask Us or Your Printer  
**AMERICAN BEAUTY COVER CO.**  
2002 North Field Street R-5179 Dallas



**Casualty Manager.** Marvin S. Harlan, who has been associate manager of casualty, fidelity, and surety lines in the Dallas office of The Travelers Insurance Company, has been advanced to manager of this department. He succeeds Edward H. Shook, who has become advisory manager after many years of service as manager of the Travelers' casualty lines. Before coming to Dallas in 1946, Mr. Harlan was the Travelers' casualty manager at South Bend, Ind., and before that was assistant manager at Kansas City. A native of Nebraska, he attended the University of Nebraska.

*Photographs*

**THOMAS K. CONE, JR.**

2907 McKinney

Phone J8-6037

**Dallas Rupe & Son**  
INVESTMENT BANKERS  
KIRBY BLDG. DALLAS 1

## WE LIKE BEING BOSSSED...

We have  
accumulated a lot  
of "know-how"  
in the printing  
business—but  
we still like  
being bossed  
by our customers..  
the creators,  
designers and writers  
of the thousands  
of pieces of fine  
printing produced  
in our modern plant.

**LAURENCE MELTON  
FRANK MELTON**

"Your Cooperative Printers"

Phone R-9191

**Melton**  
Printing Company

411 Olive Street • Dallas 1

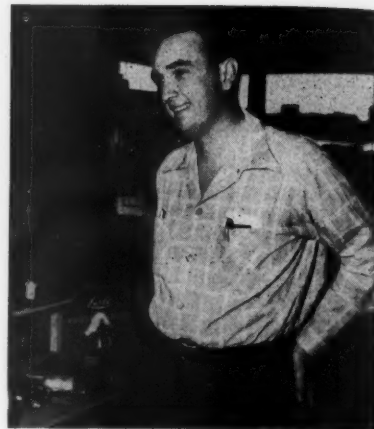


**New Civitan President.** A. L. Berthold will serve the Dallas Civitan Club as president during the ensuing year as successor to Jack Meletio. Other officers are G. C. Blakely, first vice president; Bert Stitt, second vice president; P. M. Brier,

treasurer; and William (Bill) Thompson, secretary. W. K. Vaughn is president-elect. Directors are Jack Meletio, Bud Biggs, Gene Schuck, D. P. Laugenour, H. A. Wellbaum, Frank Jernigan, Robert M. Brummage, George Sanberg, D. J. Duncan, Jack Hixson, F. Nelson Bane, R. L. Boyd, Dick See, William (Bill) James, and Charles Walker.

♦ ♦ ♦

Twenty-one new directors elected by the Dallas Junior Chamber of Commerce are: CLARK BAYLESS, A. ROBERT BEER, MARTIN BENNO, JACK BLACKBURN, H. LEE CLARK, PAUL H. CROSIER, W. A. (AL) DEALEY, WOODROW W. DEASON, GEORGE EDWARDS, EUGENE DeKEIFFER, EDWARD C. FRITZ, JACK F. GRIF-FIN, T. A. HARRISON, SIDNEY LEE, JAMES H. LUNA, JR., WILLIAM R. F. MORRIS, ERNEST L. NELSON, M. CULLUM THOMPSON, ROY M. THRASH, AUSTIN B. WATSON, and D. A. WEAVER.



**Automotive President.** J. Kenneth Terry, manager of Terry Automotive Supply Company, is the new president of Dallas Automotive Wholesalers, organization of Dallas wholesale automotive equipment concerns. Other new officers are Richard G. Meggs, vice president; and Joe M. Egan, secretary-treasurer.

**We Send You Qualified Applicants**  
For Professional—Technical  
Office and Sales Positions  
**CITY PERSONNEL SERVICE**  
Edith Sewell, Manager  
320 N. St. Paul Phone R-4786

## You Create A Business

**INSURANCE is the  
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



**CRUGER T. SMITH**

*General Insurance*

R-8624

Magnolia Building

# Adleta

**SHOW CASE AND FIXTURE  
MANUFACTURING CO.**

1914 CEDAR SPRINGS • DALLAS

**DESIGNERS & MANUFACTURERS  
OF STORE AND BANK INTERIORS**

## GEORGE L. DAHL

**ARCHITECTS AND ENGINEERS**



1920½ MAIN STREET

DALLAS, TEXAS

## SERVEL *All-Year* GAS AIR CONDITIONING

✓ Steps up summer sales  
✓ Attracts customers  
✓ Protects merchandise



"Superb!" says Ben Griffin of the Servel unit in his Ford agency at 1601 S. Ervay, Dallas. "Temperatures have been perfectly controlled, air distribution has been excellent, and the cost of operation is low."

### LOOK AT THE ADVANTAGES SERVEL OFFERS YOU



- Complete, six-phase, year-round air conditioning with a single unit.
- Not a room cooler, but a complete air conditioning system, operating through scientifically designed ducts and registers.
- You select your indoor climate with a "flick of your finger."
- Comfortable temperature and humidity in every room, every day of the year.
- Quiet in operation.

You can turn the slack summer months into a season of profitable sales activity by installing Servel *All-Year* Gas Air Conditioning. Customers like to shop in the refreshingly cool, dehumidified air supplied by the Servel unit. They are easier to deal with, easier to sell. Your employees have more pep and efficiency. And your merchandise and fixtures stay fresh and clean longer.

You get all these benefits because the Servel *All-Year* Gas Air Conditioner refrigerates the air to just-right temperatures—no matter how high the mercury soars outside. The Servel unit also removes sticky, wilting humidity and filters out dust, dirt, and irritating pollen.

What's more, when heat is needed, the same Servel system supplies you with plenty of clean, even, draft-free warmth—with just the right amount of moisture added for comfort.

The Servel *All-Year* Gas Air Conditioner is simple to operate, too. A flick of your finger gives you just the climate you want through every season. Servel is economical as well. It makes possible many savings in building design and construction. Upkeep and maintenance are low.

Ask your Lone Star Gas Company representative for all the facts today. Profit by a perfect indoor climate in your store or office this summer.

**LONE STAR  GAS COMPANY**

SERVEL *All-Year* GAS  
AIR CONDITIONER



## Dallas Advertising League

(Continued from Page 21)

las of future conventions, sales meetings, business and industrial re-locations, and in truth, deepened the grooves in all the roads that could lead to Dallas' expanding skyline. Dallas became more publicity conscious than any other city in

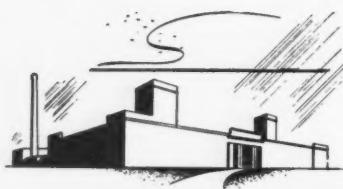
the nation, for Dallas men had seen the profits that could be gained through a convention. They began to think, and with reason, that if those people would come back and return even a third time, they could be induced to move to the land of smokeless skies, progressive thought, and enterprising spirit.

### • CALENDARS • DIRECT MAIL • LEATHER •

Serving Texas advertisers from  
our Dallas office for over 23 years

E. F. "GENE" BOECKMAN

DISTRICT SALES MANAGER  
511 Southwestern Life Bldg.  
DALLAS, TEXAS  
Riverside 4020



**BROWN & BIGELOW**

*Remembrance Advertising*

ST. PAUL 4, MINN.

### • NOVELTIES • PLAYING CARDS • ENGRAVING •

For the Fortieth Year

**WE SALUTE The AD LEAGUE**

When a group of foresighted Dallas business men, pioneers in the field of advertising, met forty years ago and organized the Dallas Advertising League, an active member was Fred E. Johnston, founder and late president of the Johnston Printing and Advertising Company. He was a charter member and early president of the League.



As the Ad League fostered the growth and development of Dallas through better advertising and merchandising, so have we at Johnston's constantly supported its efforts.

Today—we salute the League just as enthusiastically as we did forty years ago.

**Johnston**

**PRINTING AND ADVERTISING CO.**  
McKinney Avenue at St. Paul R-2122

Since 1912, Dallas has grown in scope as well as in size. With conventions as the measuring stick, it is interesting to note that, since 1912, Dallas has had some 15,545 conventions, more than 3,135,000 visitors have registered in Dallas' hotels as participants in these conventions, and over \$241,726,000 has been rung up in Dallas' cash registers from the conventioners alone.

Out of the Dallas international convention there emerged a campaign that is still being carried on—the effort for truth in advertising. Taking its cue from this slogan, the Dallas Advertising League in 1920 sponsored the organization of the Dallas Better Business Bureau. The bureau's first manager was Hugo Swann.

Starting out as an auxiliary part of the League, with J. Howard Payne, now Dallas postmaster but then vice president of the Fraser Brick Company and a past president of the League, as its chairman, the Better Business Bureau during its first year sent out 141 sales service reports, 16 confidential reports, 23 general reports, and conducted numerous investigations as to how various businesses operated. Men who endorsed the BBB and encouraged it when it was still an almost untried method included A. A. Chouteau, Jr., W. P. Murray, T. J. Sadler, Richard Haughton, W. H. Patterson, Ward Mayborn, Herbert Marcus, H. C. Lenington, Ike Lorch, George Purl, J. C. Reynolds, George Webster, and Edgar Hurst.

The BBB gave a series of salesmanship courses under the direction of Mr. Swann after it was established as an entity separate from the Dallas Advertising League. In 1932 and 1933, DAL-

(Continued on Page 64)

FOR  
Valuation and Appraisal Reports  
C. V. FLETCHER  
Formerly with Reconstruction Finance Corp.  
615 Southland Life Bldg. Dallas, Texas  
Telephone R-2398

**FRANK  
OLIVER**

ADVERTISING ART

1710 JACKSON

... creative appeal for selling

## Starlight Operetta

(Continued from Page 25)

communities have sold many kinds of merchandise from women's hats to opera glasses to make the operetta trip to Dallas an occasion of importance and enjoyment.

In a period when daily newspapers indicated that some 7,000 persons had fled the heat and the city for vacation jaunts, the Starlight Operetta racked up two of its banner weeks. Either those who were remaining in town took a part of their vacation at the summer theater or persons in Southwestern communities came into the city to combine business with pleasure or pleasure with business. Slice it any way you please, Dallas came out the winner.

Of the operation itself, there are few better examples of keeping money at home. The maximum working personnel of some 2,000 during the peak operation is better than 90 per cent local. It must be added that by the time the imported performers and staff members have remained in local hotels or apartments, eaten at local restaurants, and toured a good number of the finer stores in the city, it is unlikely that they will be instrumental in increasing bank deposits in some other section of the nation.

And the Starlight Operetta also represents factors which cannot be measured by the immediate tinkle of the cash register. Unique among the cultural assets of the Dallas Southwest, the Starlight Operetta stands beside the Dallas Symphony Orchestra, the Museum of Fine Arts, and its other Fair Park neighbors in making Dallas a more complete and cosmopolitan city, a happier community, and a more attractive place to live.

It would be a short-sighted business man indeed who did not realize that the wealth of a city cannot be measured by the clearing house reports alone. Certainly the recent selection of Dallas as the new location of one of the nation's most important aircraft firms (Chance Vought Aircraft Division of United Aircraft Corporation) made only after a careful survey revealed that educational, cultural, and entertainment facilities in Dallas are unsurpassed elsewhere in the

Southwest, should be a convincing object lesson of the value of such an institu-

tion as the Starlight Operetta to the community which sponsors it.

## Blueprint for

## SALES



You wouldn't think of starting a building without the services of an experienced, reputable architect and a complete set of plans and specifications.

Why not exercise the same good judgment in selecting an experienced and reputable Advertising Agency to help you plan and supervise your Advertising and Sales Promotion?

This sixteen-year-old, financially sound, nationally recognized advertising agency offers you more than fifty years of combined training and experience in Advertising, Marketing and Sales Promotion. If interested in increasing your sales or expanding your markets, give us a call.

## IRA E. DE JERNETT ADVERTISING AGENCY

812 WILSON BUILDING

TELEPHONE C-2620

Member Southwestern Association of Advertising Agencies

## MORTGAGE LOANS

ALL TYPES, CONVENTIONAL, F.H.A. AND G.I.

TO BUY, BUILD, RE-FINANCE OR REPAIR—BEST INTEREST RATES  
Loans approved from plans and specifications on proposed buildings.  
—NO BROKERAGE—NO INSPECTION OR APPRAISAL FEES—

## SOUTHERN TRUST & MORTGAGE CO.

F. M. Love, Pres.  
1302 Main Street

"24 Years in Dallas"  
Approved FHA Mortgagee

AUBREY M. COSTA, Vice-Pres.  
Phone R-5551

INSPECTIONS, COMMITMENTS on CONVENTIONAL LOANS IN 24 HOURS

## Todd Merrill Co.

LOCAL • NATIONAL • REGIONAL

## ADVERTISING

1001 SAN JACINTO • PHONE C-3847

# Fall Market

**Attendance of Buyers  
And Dollar Volume of  
Sales Set Records at  
Dallas Fashion Showing**

**D**ALLAS' fall apparel market last month set new records, both in attendance and the dollar volume of orders, and also in the visit of buyers from several states represented for the first time.

On hand for the five-day showing of fall fashions, one of four general market periods sponsored annually by the Dallas Manufacturers' and Wholesalers' Association, were some 5,000 retail merchants from 19 states and Mexico. They included buyers for the first time from the states of Michigan, Kentucky, and North Carolina. Among the most distant states represented were California, New York, and Florida.

While average orders were lighter, reflecting the desire of merchants to coordinate inventories with consumer buying and possible price changes, the volume of orders was reported to be higher than for the fall market of 1947.

## Cedergren Metals Co.

- Cemetco Specification Non-Ferrous Metals
- Permanent Mold and High Pressure Diecastings

**UNDER LABORATORY CONTROL**  
Telephone R-4297 P. O. Box 5562  
DALLAS 2, TEXAS

## WYATT C. HEDRICK

*Architect and Engineer*

904 Fort Worth Ave. Phone C-1246

## Fully-Paid Investment

**Certificates Issued**

**\$100 to \$5,000**

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING  
& LOAN ASSOCIATION**

1400 MAIN STREET

R-5103



**Buyer from Honolulu.** The fame of Dallas-made fashions attracted many buyers to Dallas' market for fall lines last month from distant points including Mrs. Anne Leman, buyer for M. McInerney, Ltd., Honolulu. Mrs. Leman is shown above with Lester A. Lief, vice president of the Marcy Lee Manufacturing Company of Dallas.

The Dallas Fashion and Sportswear Center has reelected its officers for the ensuing year. They are Justin McCarty, Justin McCarty, Inc., president; Gerald F. Miller, Clock-Wise Fashions, first vice president; Bernard L. Gold, Nardis Sportswear, second vice president; Frank

H. Kidd, Graham-Brown Shoe Company, treasurer; M. E. (Mark) Hannon, manager of the Dallas Manufacturers' and Wholesalers' Association, secretary; and Mrs. Alma Cunningham, manager. The Center has changed the beginning of its fiscal year from June 1 to February 1.



**Gene Autry Boots.** On display last month for visiting buyers during the market period in Dallas for the showing of men's apparel were Gene Autry boots handled throughout the United States by the Graham-Brown Shoe Company of Dallas. Pictured examining a pair of the boots are, left to right, A. R. Jensen, vice president of the Graham-Brown firm; E. L. Austin, who has been a salesman for the company for more than 37 years; and John P. Williams, also a Graham-Brown vice president.





**Founders of New Advertising Agency.** A new Dallas firm—R. J. Burke Advertising, Inc.—has been established by Robert J. Burke, left, and Miss Phylis Oakes. Mr. Burke, graduate of Bucknell University and an Air Transport Command veteran, recently resigned as manager of the Dallas office of Advertising, Inc. Miss Oakes, who is production manager of the new agency, was formerly associated with Oakes Art Studio and Advertising, Inc. Offices of the new agency are at 308 South Harwood.



**AFA Vice President.** Ira E. DeJernett, president of the Ira E. DeJernett Advertising Agency of Dallas, has been elected a vice president of the Advertising Federation of America and vice chairman of the Council of Advertising Clubs. A past president of both the Dallas Advertising League and the Southwestern Association of Advertising Agencies, Mr. DeJernett is currently governor of the Tenth District (Southwest) of the Advertising Federation of America.

### Dallas' Advertising Asset

(Continued from Page 12)

who make up the retail advertising staffs of Dallas stores are helping to enhance Dallas' advertising assets, and the same is true of the advertising departments of the banks, insurance companies, and the various industrial concerns.

Forty years ago the men who organized the Dallas Advertising League saw far beyond the boundaries of Dallas in time and space. They were far more impressed with the opportunities of the future than with the limitations of the past and present. Down through the years and today that same spirit of pioneering pervades Dallas advertising in its search for new business frontiers and new markets. As Dallas faces future competition between firms, cities, and regions, its position as a key advertising center is a major business advantage.

♦ ♦ ♦

MISS JANE TRAHEY, assistant advertising director of Neiman-Marcus Company, was the recipient this month of one of the 1948 Erma Proetz Awards for creative advertising copy presented by the Women's Advertising Club of St. Louis.



**Wyatt Advertising Director.** Henry M. (Mack) Haney, right, Dallas advertising man since 1917, has assumed complete charge of advertising for the Wyatt Food Stores as the newly appointed director of sales, advertising, and public relations. Mr. Haney, who established the Henry M. Haney Advertising Agency in 1933, with the Wyatt stores as one of his principal accounts, will continue his agency under the management of Paul Jackson, junior partner.

Mr. Haney has handled the advertising for the interests of Earle Wyatt, president of the food chain, since 1929, when Mr. Wyatt was regional manager for the Clarence Saunders Stores and continued serving him when Mr. Wyatt purchased the Saunders' chain of 25 stores in 1931.



**GET THERE  
FASTER**



**GET THERE  
FRESHER**



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... you'll have **more** business time  
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## Dallas Advertising League

(Continued from Page 60)

LAS published a series of articles about the various frauds the BBB had discovered in Dallas and how they had been exposed and eliminated. The Better Business Bureau Bulletin, edited by Duffield Smith, present BBB manager, has continued to give this vital information to Dallas businessmen.

The history of the Dallas Advertising League is so intertwined with the growth of Dallas that to tell of one is to write of the other. From 30 members to nearly 300 in the Dallas Advertising League today; from about 80,000 population to 490,449 in Dallas now are parallel stories. The Dallas Advertising League has always remained free from politics, but has been active in all campaigns of a patriotic, charitable, and civic nature. Sponsors of Liberty Loans, Red Cross, Community Chest, Defense Bonds, War Bonds, and similar appeals continue to look to the Dallas Advertising League for a large portion of their support. The

League functions today as a technical luncheon club, meeting every Friday at the Hotel Adolphus.

## Dallas Times Herald

(Continued from Page 16)

lasite who calls the department to place a classified advertisement will be immediately answered by a saleswoman. If the caller gets Miss Jones but wants Miss Smith, then Miss Jones can transfer the call quickly to Miss Smith, or, if the reference panel reveals that Miss Smith is busy, Miss Jones can hold the call for Miss Smith and meanwhile she can make an outgoing call to solicit a prospective advertiser. Of, if the caller desires to discontinue or correct an ad, Miss Jones can give the call to the proper desk, or, if she needs to obtain information to answer a question, Miss Jones can hold the call, talk to the proper person to obtain the information, and then pick up the call to answer the question.

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**R-1978**

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B. HICKS MAJORS, President.

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**RESERVE LOAN LIFE**  
**INSURANCE COMPANY of TEXAS**

*A Registered Policy Company*

*Established 1897*

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DALLAS 2

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*"I was curious..."*



*"I tasted it..."*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*



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**S. H. LYNCH & CO., Wholesalers**



# A Yankee GI Rediscovers Texas

By Ray F. Halloran



**TEXAS VITAMINS** (38-caliber variety) are being administered to "Tex" Halloran, right, by Bonehead Lee Meyers, center, to fortify the visiting Yankee for his round of Dallas sightseeing under sponsorship of the Bonehead Club, whose familiar emblem is pictured at top. Harry Colson of the staff of Radio Station WFAA is shown picking up the "treatment" for a news broadcast.

**I** STILL say it takes a lot of nerve to come to Texas!

When I wrote the "worst letter about Texas" that brought me back on a visit last month, I pointed out that the training in prostrating heat, freezing winds, and with a crust of chigger bites and mosquito wounds an inch deep left me grateful to the nation's biggest state for only one thing: It did acclimate me mentally and physically for that Jap prison camp.

By the way, my returning to Texas for a second time possibly requires some explanation. The Madisonville Sidewalk Cattlemen's Association was looking for a way to publicize its annual barbecue. A couple of members—I think it was Henry Fox, the originator of the organization and a publisher-columnist, and Dr. J. B. Heath, president of the cattlemen—came up with the idea of a letter contest. Only, they wanted it to be for the youngsters who were tired of hearing their dads complain about those GI training camps in Texas.

The prize was a trip to Texas, a cowboy outfit, a pony, and being the honor guest at the barbecue. Eight-year-old Jerry Aaronson of Mount Vernon, N. Y., won that contest. He was a cute little tenderfoot with a freckled face and the idea that Texas was a good place to live.

Like a lot of other former GI's, I read

about the contest Jerry entered and my Yankee blood boiled. Here was a group of malicious Texans trying to get some healthy kid to come back down there, and they didn't even have a war training program on so that it might be classified as necessary discipline. I wrote and told the Madisonville group what I thought of Texas. A lot of other ex-GI's did also. The Madisonville Association wasn't to be outdone, so it had a second contest, and I won. Since my letter against Texas was considered the strongest. The Madisonville cattlemen declared they would change my opinion of Texas or kill me in the process.

My tour of Texas included Houston, Dallas, Fort Worth, Wichita Falls, Waco, Austin, and finally Madisonville for the eighth annual barn dance, rodeo, barbecue, and what former Sheriff Rodney Chambliss called a blow-out. After that, I went to the valley (taking my own fruit from California and Florida). But I have to admit that the Texas fruit is superior. In fact, all of Texas is just what Texans claim it to be. But I will never understand, even after this trip, why all Army installations in the state were placed as far from the civilized portions as possible. It might have been that Texans had so much room in which to train the thousands of GI's that it sort of worried them. You see, if the GI's all came back to Texas, then there wouldn't be that famous elbow-room, as Texans call it. Now I'm beginning to sound like a Texas Braggart myself.

The first day on the tour was spent in Houston. I was asked by many irate Dallasites why the cattlemen took me

to Houston first. It must have been for one of two reasons: Either because it is the closest city of any consequence to Madisonville or because of a sardonic sense of humor in knowing what my fate would be in Dallas the cattlemen thought I should be softened up and made completely unaware of what was ahead in Dallas by being treated to the usual hospitality features—pretty girls, good food, and the other things a guest has always been led to think were to be his on a good will tour.

I was told, off the cuff, that in Dallas I would be the victim of the Boneheads. I asked Mr. Chambliss, my guide to the State of Texas from the cattlemen's association, if he didn't mean I was to be the guest of the Boneheads. He said, "Well, if you want to call it that." I had read an interesting, but what I thought was exaggerated, article about the Boneheads in the May issue of *Coronet*. And that was all I knew about them up until the time I walked into Parlor F at the Hotel Adolphus.

All the men had on silly looking black derbies that seemed to have one thing in common: None of them fit. This is just the usual fun group, I thought; just a lot of dignified business men who cut up an hour or so every week like a safety valve letting off steam. I sat down, and someone snatched away my plate. The man next to me, who I later learned was Don Stewart, Bonehead assistant big chief, passed me a glass of water, with his fingers very clean after having been washed in the glass. Roy Cowan, Jack Trader Horn, and Gus W. Thomasson began a round of gags about my name and my native state of Ohio, tricked me into saying "What a goose I am," and told jokes in which the fall guy was someone named Halloran.

A huge fellow with an Indian band around his head and a couple of feathers stuck in the back of his cowlick grabbed an enormous knife and began lifting my scalp gingerly, flashing the steel blade nearby. A pretty girl who seemed as angry as she could be rushed in swinging a huge bone close to my head and claimed I'd promised when I was stationed at Wichita Falls to come back to her. I know I never saw her before: I'd have remem-

**Editor's Note:** Ray F. Halloran, native of Ohio and former navigator on a B-29 during World War II, who is now city freight agent for the Rock Island Lines in Detroit, Mich., was the winner of a recent letter-writing contest sponsored by the Madisonville Sidewalk Cattlemen's Association. His letter telling why he hated Texas after GI training in the state won for him an all-expense-paid tour of the state with a good chance to change his mind. While in Dallas Mr. Halloran fell victim to the antics of the nationally famous Bonehead Club. In his story of his Texas trip, presented in adjoining columns as told to Mary Fletcher Cavender, he describes some impressions of Dallas that are not those usually held by visitors, but he maintains they will most certainly be lasting ones.

bered anyone as beautiful as she. (One charge I made in my letter was that Texas didn't have good looking women. I'll have to take that statement back right now!) I later learned that she was Dallas' own Connie Baughman, in charge of the models at A. Harris & Company.

All this time, those Boneheads were eating. Doc Louis Lacey began massaging my head and told his fellow conspirators that he was going to phrenologize me so that they could better interpret my attitudes toward Texas. He positively crowed with excitement and exclaimed he had never felt such bumps. He reported I was suffering from a cranial density which had resulted in a pressure on the cerebral nerve, and that it was all caused by a mushroom growth of vacuum.

Derogatory songs and a cry of "speech, speech" came next. They insisted that I express my gratitude for the lunch I had scarcely touched, but as I opened my mouth to say a few words the room emptied like a response to a fire alarm in a frame building.

Then, followed a sightseeing tour of Dallas on one of those two-steering-wheel fire trucks. I would have enjoyed the ride, only it wound up at the county jail. I really didn't know what was coming off there. They threw me into a horrible cell on a charge of highway moper and gawk. I found out later that the cell was a demonstration cell to show what such places shouldn't be like. The crazed "narcotic" who kept bothering me that long half-hour was really Deputy Sheriff Dave Rose with his hair tousled. I asked Mr. Chambliss if he couldn't use his influence on his fellow Texans to get me out, but he immediately claimed he hailed from the Free State of Madisonville. You know, Mr. Chambliss is another of your Texas Brags. He is the world's tallest sheriff, according to John Randolph and the Jax Beer advertisements.

At Neiman-Marcus Company, I was greeted by about 20 lovely models, and Herbert Marcus, Jr., read portions of DALLAS to me and presented me with a dozen Texas souvenir glasses. All this time, mind you, the Boneheads were hovering around me making disparaging asides. On the way back to the hotel, they told me I was to be their guest for dinner. I got away as quickly as possible. It wasn't that I didn't appreciate their hospitality, but I decided to get prepared for the next round. I had almost finished a double sundae at the Walgreen Drug Store in the Hotel Adolphus when they found me. The evening in the Century Room was really a pleasant relief. Nothing out of the ordinary happened, except the constant grilling as to how "even a Yankee could be so wrong about Heaven on Earth."

I'm willing to admit my letter was too strong. Texas is really great. As a matter of fact, "you all" will probably see me down in Texas again. If all the state is as friendly as the parts I have seen thus far, you have every right to brag. I won't mind my Ohio friends calling me "Tex" Halloran, for I sincerely feel that, even in my short whirlwind tour, I caught part of the spirit of individualism, progressiveness, and good humor which is so typically and proudly Texas.

**DALLAS' REPUTATION** for beautiful women was substantiated for Ray F. Halloran when he was greeted by some 20 members of the sales and model staff during his visit to Neiman-Marcus Company. Pictured with him at top, right, are Joan Cantwell, Pat Lovick, Frances Nixon, Nella Hawkins, Eileen Stamper, Pat Moss Browning, Dorothea Miller, Amy Dowell, Joyce Miles, Helene Holstead, Ruth Lanier, Sharon Allen, Bette Dollarhide Weaver, Elsie Beard, Elizabeth Sims, Mary Ruth Cromwell, Doris Wallace, Alma Allen, Charlene Moore, and Mauna Loa Templeton. Displaying a new set of teeth (false), provided by the Bonehead Club, Herbert Marcus, Jr., is shown, second photo from top, reading DALLAS to "Tex" Halloran. At center, Frank X. Tolbert is pictured at the Bonehead Club luncheon with two "uninvited guests." Shown, second photo from bottom, is Doc Louis Lacey "phrenologizing" the Boneheads' guest while Don Stewart, assistant big chief, looks on. At bottom, right, is Aubrey Roberts in the act of "scalping" Connell Miller. At bottom, left, Mary Fletcher Cavender is shown interviewing the guest of honor for Radio Station WFAA while Madisonville's ex-sheriff, Rodney Chambliss, continues his lunch.

DALLAS • JUNE, 1948





Women in Business

**TYPICAL CLASS SESSION** in Spanish at the home of Maria de Haro shows, left to right, Mrs. C. Babb, Mrs. J. F. Wernsing, Miss Lelda Ben Reddick, Mrs. Betty Bullwinkle, Mrs. Kay Brown, Miss de Haro, Mrs. Ellen Dutcher, and Mrs. Catherine Fulton.

# Maria de Haro

By Mary Fletcher Cavender

**"YOU** are so refreshing!" a club-woman exclaimed.

"Now I have been called a Coca-Cola," laughed Maria de Haro, who is in her twelfth year of lecturing on her native Mexico and teaching Dallasites conversational Spanish.

Maria de Haro, now a naturalized citizen of the United States, came to Texas with her father, when she was only 12 years old. Blonde curly hair and cornflower blue eyes accented her olive complexion, and Texans found it hard to believe that she was not Alsace-French or

Castilian Spanish, but was Mexican.

"But Mexicans are brunettes," they chided.

"Not always," Maria would retort with a smile, and proceed to tell them of other false ideas about her childhood homeland that some of the people north of the Rio Grande hold.

Some of these misconceptions are that Mexicans are all ignorant: "The range of illiteracy is wider than it should be, but an intensive educational program is producing results. College education is more thorough than it is in the United

States," she answered:

That Mexicans sleep all day propped against an adobe: "That is what Hollywood does for you!"

That Mexico is composed of distinct racial strata ranging from Indians to top-class Spaniards much the same as the class system to be found in India: "Mexico is a melting pot like the United States. The person with a preponderance of Spanish blood is a Mexican just like one with a lot of Irish blood is an American."

That Mexico is filled with individuals who are lazy and uninhibited: "The Mexican is leisurely, but not lazy."

To prove this is only to look at Miss de Haro herself. She is exceedingly vivacious and her eyes flash and she tilts her head in a bewitching fashion as she talks. She speaks with gestures as do most dynamic people. Her brother, Dr. A. de Haro, claims his sister has never been known to say even the simplest sentences in an ordinary hum-drum manner. "She just doesn't comment that 'the-hat-is-blue' the way most people do. She has to say 'the HAT is BLUE!'," he laughed.

Miss de Haro decided after she completed schooling that Texans should learn even more about Mexico than she was able to teach them one at a time, so she

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(Continued on Page 84)



# INCOME:

## Sales Management Survey Places Dallas' Net Effective Buying Power at \$686,359,000

WITH less than a 5,000 difference separating Texas' two biggest cities — Dallas and Houston — in their "neck and neck" population race, Dallas holds a commanding lead in the percentage of growth since 1940, it is revealed by figures reported in the 1948 Survey of Buying Power issue of Sales Management magazine, nationally accepted authority

on marketing statistics.

Placing Houston's population at only 4,551 more than the total for Dallas, Sales Management's estimates as of January 1 this year reflect a population gain of 53.51 per cent for Dallas in jumping from 319,480 in 1940 to 490,449 in 1948 as compared with an increase of 28.73 per cent for Houston in moving from

384,514 in 1940 to 495,000 in 1948. The Dallas figures include those for the completely surrounded, island areas of Highland Park and University Park.

Sales Management's survey estimated San Antonio's population at 360,300, an increase of 41.93 per cent since 1940, and Fort Worth's population at 242,600, a gain of 36.55 per cent since 1940.

On the basis of the 1948 Survey of Buying Power figures, Dallas topped all Texas cities in 1947 in wholesale business, with an estimated volume of \$1,300,682,000 as compared with Houston's \$1,252,684,000, Fort Worth's \$405,835,000, and San Antonio's \$336,609,000.

Houston was the 1947 leader among all Texas cities in estimated retail sales, with a total of \$665,595,000 as compared with \$632,956,000 for Dallas, but food sales accounted for most of Houston's margin over Dallas in total retail volume. Dallas was the leader by a substantial margin in general merchandise sales, with a total of

(Continued on Page 71)

## Box Score on Business Statistics Shows Continuing Gains for Dallas

DALLAS' business activity is continuing at a high level, it is shown by business statistics compiled for the first four months of 1948, the latest period for which figures are available. With two exceptions, all indexes revealed gains, which were substantial in most instances.

Bank clearings increased from \$3,214,596,700 for the first four months of 1947 to \$4,048,125,100 for the same period of this year, up \$833,528,400 or 25.92 per cent. Bank debits gained from \$3,126,465,000 to \$3,888,309,000, an increase of \$761,844,000 or 24.36 per cent. Bank deposits totaled \$925,410,436 as of the April 12, 1948, bank call as compared with \$910,213,631 as of the June 30, 1947, bank call, an increase of \$15,196,805 or 1.66 per cent. Total bank resources were \$998,348,668 as of the April 12 bank call this year as compared with \$985,068,419 as of the June 30, 1947, bank call, a gain of \$13,280,249 or 1.34 per cent.

Postal receipts totaled \$3,145,444 for the first four months of this year as compared with \$2,727,919 for the same period of 1947, a gain of \$417,525 or 15.30 per cent.

Total consumption of electricity was 235,340,982 kilowatt hours as against 206,548,616 kilowatt hours, an increase of 28,792,366 kilowatt hours or 13.93 per cent. Consumption of natural gas totaled 10,456,345,900 cubic feet as compared with 9,681,188,600 cubic feet, an increase of 775,157,300 cubic feet or 8.01 per cent.

Air mail originated in Dallas during

the first four months of 1948 totaled 159,116 pounds as compared with 135,589 for the same period of 1947, a gain of 23,527 pounds or 17.35 per cent. During the same period, railway express shipments handled dropped from 1,058,940 in 1947 to 795,118 in 1948, a loss of 273,822 or 25.85 per cent. Air ex-

(Continued on Page 73)



**HART  
SCHAFFNER  
AND MARX**

*Exclusive in Dallas with*

**Jas. K. Wilson**

# Science Aids in The Search for Oil in Texas



Using the most advanced methods of exploration, geologists and geophysicists carry on a continuous search for new oil reserves. The search takes geophysical crews into almost every part of the state and has prompted the exploration of off-shore tidelands, one of the most likely locations of undiscovered oil-bearing structures. Even after these advanced methods

have revealed the location of a favorable spot in which oil might be found, the odds against the oil prospector are still about nine to one! Only a wildcat well can finally determine whether or not oil is present. Oil is becoming harder and harder to find and at constantly increasing depths; during 1946 more than 9% of all wells drilled were deeper than eight thousand feet. One-third of all wells drilled last year were dry holes.

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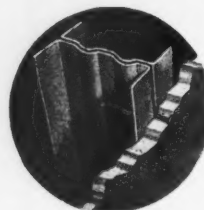
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DALLAS

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Sheathed with sheet steel NAILED to Stran-Steel arch ribs, joists and purlines, Quonsets of many sizes and shapes can be quickly constructed from our own Dallas stock.

Name your requirements in letter or phone call—we'll send you a booklet featuring the type Quonset that will suit your need.

## Sales Management Survey

(Continued from Page 69)

\$135,374,000 as compared with \$65,092,000 for Houston. Fort Worth's retail sales totaled \$337,956,000, with \$80,193,000 in general merchandise sales. San Antonio's retail sales amounted to \$310,706,000, with \$42,509,000 in general merchandise sales.

As regards food sales, Houston's volume in 1947 was \$116,814,000, Dallas' \$84,557,000, San Antonio's \$63,726,000, and Fort Worth's \$63,689,000. In another major classification in the retail sales category—drugs—Dallas did an estimated \$18,485,000 of business in 1947, Houston \$19,929,000, Fort Worth \$12,197,000, and San Antonio \$8,850,000.

Quality of market indexes for Texas' four major cities were reported by Sales Management as follows (U. S. equals 100): Dallas, 140; Fort Worth, 139; Houston, 138; and San Antonio, 105.

Estimates on net effective buying income, given in the 1948 Survey of Buying Power for the state's four major cities, were: Dallas, \$686,359,000; Houston, \$764,660,000; San Antonio, \$459,694,000; and Fort Worth, \$396,574,000. On a county-wide basis, estimates on net effective buying income were: Dallas County, \$750,328,000; Harris County (Houston), \$959,422,000; Bexar County (San Antonio), \$491,651,000; and Tarrant County (Fort Worth), \$457,938,000.

Gross effective buying income (before payment of taxes) was estimated for Texas' metropolitan counties as follows: Dallas County, \$833,273,000; Harris County, \$1,065,480,000; Bexar County, \$546,000,000; and Tarrant County, \$508,560,000. Gross effective buying income for the four major cities was estimated as follows: Dallas, \$762,232,000; Houston, \$849,188,000; San Antonio, \$510,510,000; and Fort Worth, \$440,413,000.

Dallas' net buying power per family was placed by Sales Management at \$5,413, as compared with \$5,442 for Houston, \$5,388 for Fort Worth, and \$4,485 for San Antonio. On a county-wide basis, Sales Management reported net buying power per family as follows: Dallas County, \$4,687; Harris County, \$4,976; Bexar County, \$4,441; and Tarrant County, \$5,140.

Population estimates for Texas' four major counties were given as follows: Dallas County, 545,400, an increase of 146,836 or 36.84 per cent since 1940; Harris County, 740,000, a gain of 211,039 or 39.89 per cent since 1940; Tarrant

County, 303,600, up 78,079 or 34.62 per cent from 1940; and Bexar County, 389,400, an increase of 51,224 or 15.41 per cent since 1940.

(Continued on Page 76)

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Physician's Pre-  
scription to Us for  
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Every eye examination should take into consideration the THREE things that cause most eye troubles—

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A business life insurance trust, with life insurance furnished by the life underwriter and this institution serving as trustee, is the simplest and most economical way of providing the necessary funds.

May we suggest a conference with one of our trust officers . . . without obligation to you, of course.

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*The* **Dallas  
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in this romance  
of Old China*



## Peony

by

PEARL S. BUCK

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### Peony

By Pearl S. Buck. Published by John Day. 312 pages. \$3.

WHEN Pearl Buck writes a novel, there is always a long line of admirers waiting to get a copy, because they have read such best sellers as "The Good Earth" and "Pavilion of Women" from her skilled pen. It is the same with this latest story of China, "Peony," which has its setting in the province of Honan a century ago, and is a typically Pearl Buck story of China.

"Peony" is the story of a pretty little bondsmaid whose lifelong love for David, her young master, is one of touching unselfishness. Peony was taken into the House of Ezra so young that it was indeed a shock to her when she learned she was no longer a part of the family, but a servant, that she was no longer David's playmate, but his maid. However, she accepted her fate with youthful wisdom. Her one desire for happiness was to serve her young lord, and to be near him.

The plot is centered around David, the only child of the wealthy House of Ezra, whose father was Chinese and whose mother was Jewish. Leah, the daughter of the rabbi, was the only choice of David's mother for her son's wife. But David loved Kueilan, the beautiful and doll-like daughter of his father's Chinese business partner. Herein lies the conflict between the individuals who shaped David's life,

caught by opposing forces within the House of Ezra divided by the Jewish religion and the Chinese philosophy. And, too, the story portrays the cunning of the clever Peony whose only thought is for David's happiness in having the wife of his heart, even though she must remain on the outside of his door.

Basically, states Mrs. Buck, this novel is historically true. The characters are mainly creatures of her imagination, but the story takes place at a period when intermarriage of Chinese and Jews was prevalent and the latter came to think of themselves as Chinese. Mrs. Buck points out: "Today even the memory of their origin is gone. They are Chinese."

"Peony" is another excellent Pearl Buck story written as only she can write about China and the Chinese customs. It is top-fiction reading, for it gives an insight into a land in which we are all interested. It reveals a profound understanding of human hopes and needs, and it is a notable love story that is triumphant even in its impossibility. If you have read and liked Pearl Buck's other novels, "Peony" will probably be your favorite of them all.—Jerry Porter.

The June selection of the Book of the Month Club is Margery Sharp's "The Foolish Gentlewoman," published by Little, Brown and Company (\$3). Margery Sharp has such best sellers to her credit as "Britannia Mews" and "Cluny Brown."

L. GUY CARTER, JR., who joined Braniff International Airways in 1944 and has served as operations agent at Austin, office manager of the Houston city ticket office, and Southern regional reservations manager at Austin, has been named assistant to the manager of reservations and passenger service for Braniff at Dallas.

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CREATIVE IDEAS • SKILLED CRAFTSMANSHIP

## Dallas Business Statistics

(Continued from Page 69)

press shipments dispatched totaled 11,500 this year as against 11,104 last year, a gain of 396 or 3.56 per cent, and air express shipments received totaled 19,034 this year as compared with 16,472 last year, an increase of 2,562 or 15.55 per cent.

By totaling \$28,259,000 for the first four months of 1948 as against \$19,536,000 for the same period of 1947, residential building contract awards (F. W. Dodge Corporation reports) climbed a whopping \$8,723,000 or 44.65 per cent. Non-residential building contract awards were \$11,064,000 this year as against \$6,752,000 last year, a gain of \$4,312,000 or 63.86 per cent. Building permits aggregated \$36,569,386 this year as compared with \$16,185,046 last year, an increase of \$20,384,340 or 125.94 per cent.

Gas meters stood at 118,387 at the end of the first four months of 1948 as compared with 110,512 as of the same date of 1947, an increase of 7,875 or 7.12 per cent. Electric meters totaled 123,389 as against 115,728, an increase of 7,661 or 6.61 per cent. Water meters numbered 106,419 as compared with

99,552, a gain of 6,867 or 6.89 per cent. with 159,116, an increase of 23,084 or 14.50 per cent. Telephones totaled 182,200 as compared

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## Business Opportunities

**EDITOR'S NOTE:** The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories.

**John V. Ryan**, 17053 Aurora Avenue, Seattle 33, Wash.; manufacturers' agent; seeking to represent Dallas firms in the Arizona and New Mexico territory.

**Jack M. Crowe**, Route 7, Box 1228, Sacramento, Calif.; manufacturers' agent; seeking to represent Dallas firms on the Pacific Coast.

**Michael Mongiell**, 118-27 232nd Street, St. Albans, Queens, N. Y.; wishes to serve as New York resident representative for Dallas concerns.

**Kennedy-White and Company**, 15 South Gay Street, Baltimore 2, Md.; export and import foreign freight forwarders; seek to contact Dallas concerns interested in exporting or importing through Baltimore.

**Casey-Newhall Corporation**, 725 Second Street, San Francisco 7, Calif.; manufacturers' representative; seeks to represent Dallas concerns in the San Francisco area.

**Albert M. Heffield**, 1112 Madeline Avenue, El Paso, Texas; manufacturers' agent; seeking lines for distribution in the El Paso trade territory.

**L. Macleod**, 829 Wright Avenue, Richmond, Calif.; manufacturers' representative specializing in industrial and power plant equipment; seeking manufacturers requiring representation in the San Francisco Bay area.

The following individuals and firms are seeking representation in Dallas and vicinity.

**Erie City Iron Works**, Erie, Pa.; manufacturer of water tube and fire tube boilers and allied items of steam power plant equipment; seeking a manufacturers' agent for the North and East Texas area on an exclusive sales agency.

**Joseph A. Kline**, 10632 Ohio Avenue, Los Angeles 24, Calif.; manufacturer and representative; seeking a sales organization to handle line of musical toys and gifts in the Dallas area.

**Besler Corporation**, Emeryville 8, Calif.; manufacturer of pest control equipment; seeking a dealer in the Dallas area.

**D. B. Smith & Company, Inc.**, Smith Building, Main Street, Utica 2, N. Y.; manufacturers of sprayers and dusters; seeking sales representation in Texas to call on hardware stores, farm implement, and seed companies.

**Master Plastic Molding Corporation**, 1609 North Broadway, St. Louis, Mo.; manufacturer of plastic wall tile; seeking an installer interested in a territorial franchise with Dallas as a central point.

**The Leaf Manufacturing Corporation**, 12 West Twenty-first Street, New York 10, N. Y.; manufacturer of leaf sprays; seeking a representative presently calling on department and gift stores in the Dallas Southwest.

**Sales Division Diehl Laboratories**, San Francisco, Calif.; manufacturer of skin cream; seeking a distributor in the Dallas territory.

**Lucky Charm Manufacturing Company**, 1053 Meadowbrook Avenue, Los Angeles 35, Calif.; key charm manufacturer; seeking jobbers who carry notions and variety store merchandise.

**Foster Manufacturing Company**, Kinsey Avenue, Buffalo 17, N. Y.; manufacturer of woodworking power tools and accessories; seeking sales representatives in Texas.

**Little California Coat Company**, 333 West Second Street, Los Angeles 12, Calif.; manufacturer of children's, teen age and junior coats; seeking sales representative.

**Radiant Plastic Display Products**, 406 Market Street, St. Louis 2, Mo.; manufacturer of plastic resale findings items, display equipment, and industrial products; seeking Dallas representatives, jobbers, and distributors.

**Tilda Company**, 366 Fifth Avenue, New York 1, N. Y.; jewelry wholesalers; seeking a representative to handle line for Dallas and Texas.

**Curry Manufacturing Company**, 301 Victoria Street, P. O. Box 1055, San Antonio 3, Texas; manufacturer of Mexican food machinery; seeking manufacturers' agents or distributors.

**Warner-Greene Industries, Inc.**, 219 West Third Street, Plainfield, N. J.; seeking sales organizations or manufacturers' agents in Dallas presently calling on infants, specialty, novelty, and drug jobbers, and retail outlets of the same type.

**Farmers Wire Splicer and Tightener**, Honey Creek, Ind.; manufacturers of a wire splicer and tightening tool; seeking a national sales and merchandising organization to place this tool on the market.

**Hill, Brown Corporation**, 29 West Thirtieth Street, New York 1, N. Y.; manufacturer and converter of slipcover and drapery materials; seeking a salesman in Dallas and the surrounding territory.

**Prominent Specialty Company**, 69 Third Avenue, New York 3, N. Y.; wholesaler of chemical specialties; seeking a sales representative on a part-time basis.

**E. L. Rahm Company**, 542 South Dearborn, Chicago 5, Ill.; manufacturer of waterproofing masonry paint; seeking a manufacturers' agent for Texas presently calling on lumber yards, building material supply houses, and contractors.

**Cameo Lamp & Shade Corporation**, 37 East Twenty-first Street, New York 10, N. Y.; manufacturer of table, boudoir, and student lamps; seeking representation in the Dallas Southwest.

**Safeway**, P. O. Box 72, Lumberton, N. C.; manufacturer of a plastic swimming tube; seeking Texas representative to call on retailers.

**Chamber of Commerce**, 19 South Harrison Street, East Orange, N. J.; member of this organization, Otto H. York Company, Inc., manufacturer of industrial knitted wire products; interested in a sales' representative in Dallas.

**Commerce and Industry Association of New York**, 233 Broadway, Woolworth Building, New York 7, N. Y.; a member of this association is seeking a sales organization handling fabrics or textiles to sell a line of slipcover and drapery materials to jobbers, department stores, and specialty shops.

**Oran Company**, 2232 South Third Street, P. O. Box 288, Station G., Columbus 7, Ohio; oil burning floor furnace manufacturer; seeking distributors in the Dallas area.

**Beagle Manufacturing Company**, 25 South Backus Avenue, Pasadena 10, Calif.; manufacturer of flower holders; seeking jobber or sales' representative in the Dallas area.

**Eastman Evacuator Company**, 2902 David Stott Building, Detroit 26, Mich.; manufacturer of a life saving device; seeking to appoint a state distributor.

**Hubbard Manufacturing Company**, 1014 Marquette Avenue, Minneapolis 2, Minn.; manufacturer of a



lawn sprinkler; seeking manufacturers' agents in the Dallas area.

**Pre-Fabricated Trailer Manufacturing, Inc.**, P. O. Box 3031, Los Angeles 54, Calif.; manufacturer of a pre-fabricated auto trailer; seeking a manufacturers' agent.

**Alexander-Wilson Company**, 120 South Maryland Avenue, Glendale 5, Calif.; manufacturer of a folding tray table; seeking a manufacturers' representative presently calling on department stores.

**Magnaflly Company**, 4408 San Fernando Road, Glendale 4, Calif.; manufacturer of a house fly trap; seeking an agent for Texas.

**Alex Ronald**, 333 East Fifty-third Street, New York 22, N. Y.; manufacturers' representative; seeking representatives to handle line of rotary files and cutters in Dallas and the surrounding territory.

**F. D. Price Industries, Inc.**, 2910 Lyndale Avenue South, Minneapolis 8, Minn.; manufacturers of a safety nursery gate; seeking a distributor with contacts with furniture and departments stores and juvenile specialty shops.

**The New Yorker Sweater Corporation**, 27 West Thirty-First Street, New York, N. Y.; seeking a salesman to handle line of men's and boys' sweaters and sportswear for Texas and the surrounding territory.

**Dean W. Davis and Company, Inc.**, Kentland, Ind.; manufacturers of solenoids, magnet coils, and transformers; seeking a manufacturers' agent in the Dallas territory.

**The Bultool Company**, 715 Latham Building, Oakland 12, Calif.; manufacturer of a spring-loaded center; seeking distributors presently handling machine tools, mining and mill supplies, drills, reamers, and the like.

**Downy of California**, 1623 West Seventh Street, Los Angeles 14, Calif.; manufacturer of infants' and children's bathrobes, buntings and sacques; seeking a representative for the Dallas area.

**Kite and Koch Company**, P. O. Box 1071, Pasadena 20, Calif.; manufacturer of a table tray for children; seeking an agent to cover the Dallas territory.

**Anco Products**, 50 Aleppo Street, Providence 9, R. I.; manufacturer of soft-soled quilted slippers for men, women and children; seeking a sales organization on a commission basis.

**Norris W. Campbell Company**, 1742 Fourth Avenue South, Seattle 4, Wash.; seeking distributors to handle line of wall board.

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## Sales Management Survey

(Continued from Page 71)

In the 1940 U. S. Census, the officially defined metropolitan areas of Dallas and Fort Worth met at the Dallas-Tarrant Counties' joint boundary. The combined area of Dallas and Tarrant Counties is 1,770 square miles, only 23 square miles more than the area of Harris County (Houston) alone. The combined populations of Dallas and Tarrant Counties in Sales Management's survey total 849,000—109,000 more than the estimated population of Harris County, a comparable land area.

On the basis of Sales Management's estimates, Dallas County has a population density of 610.30 persons per square mile as compared with a population density of 423.58 persons per square mile for Harris County. Dallas and Tarrant Counties combined have a population density of 479.66 persons per square mile.

"These figures confirm our confidence that Dallas and Tarrant Counties will become the first concentration of a million persons within any comparable land area in the entire South," points out J. Ben Critz, vice president and general manager

of the Dallas Chamber of Commerce.

Sales Management estimated the 1947 wholesale sales volume for the Dallas Southwest at \$12,453,923,000, an increase of 13.8 per cent over 1946. This was divided as follows: Texas, \$5,582,353,000; Louisiana, \$2,528,260,000; Oklahoma, \$1,403,511,000; Western Tennessee, \$1,174,406,000; Mississippi, \$799,872,000; Arkansas, \$790,698,000; and New Mexico, \$174,823,000.

Retail sales in 1947 for the Dallas Southwest were estimated at \$11,464,729,000, up 27.6 per cent over the 1946 volume and divided as follows: Texas, \$5,417,949,000; Louisiana, \$1,495,839,000; Oklahoma, \$1,454,679,000; Arkansas, \$1,076,657,000; Mississippi, \$1,008,419,000; Western Tennessee, \$649,411,000; and New Mexico, \$361,775,000.

Net effective buying income for the Dallas Southwest was estimated at \$15,473,548,000, up 17.8 per cent over 1946 and divided as follows: Texas, \$7,023,713,000; Louisiana, \$2,293,156,000; Oklahoma, \$1,907,116,000; Arkansas, \$1,453,226,000; Mississippi, \$1,328,302,000; Western Tennessee, \$953,130,000; and New Mexico, \$514,905,000.

Sales Management's population estimate for the Dallas Southwest as of January 1, 1948, was 17,474,400, divided as

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## Citation for Courtesy

(Continued from Page 26)

1509 Sullivan Drive; David M. Jones.

J. Alton Oakes, 2105 Main; insurance and auto loans.

William J. Burns International Detective Agency, Inc., Tower Petroleum Building; J. Earl Watkins.

Direct Sales, Inc., Second Unit, Santa Fe Building; Ollie A. Lower; distributors, sales counselors and national representatives.

Metropolitan Life Insurance Company, Gulf States Building; R. C. Brown.

Mullen & Powell, 1801 San Jacinto; John W. Mullen, Jr.; structural engineers.

G. Mallory Collins, 2921 Fairmount; architect.

The Pope Testing Laboratories, 2618½ Main; R. C. Pope; analytical chemists.

Southwest Theatre Advertisers, 1908 Commerce; M. E. Huebel.

follows: Texas, 7,092,200; Louisiana, 2,562,500; Oklahoma, 2,310,900; Mississippi, 2,099,300; Arkansas, 1,902,500; Western Tennessee, 959,100; and New Mexico, 547,900.

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Sterling Electric Motors, Inc., Second Unit, Santa Fe Building; Andrew

M. Lundberg; manufacturers of electric power drives.



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Cooperation of manufacturers and safety engineers has resulted in more and more safety being built into the machines used by industry. But in spite of this, hazards still exist in many industries, due to unguarded machines, bad housekeeping, poor lighting, improper tools and unsafe working conditions.

One of the jobs of the Texas Employers' Insurance Association is to watch for and recommend the elimination of such hazards, both in the interest of the employer and the worker. Yes, "Helping provide safer working conditions" is a part of the Association's specialized service administered through its safety engineering organization.

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HOMER K. MITCHELL, Chairman of the Board      A. F. ALLEN, President

## The March of Industry

### Employers' Insurance Group To Erect New Office Building

**T**O HOUSE the home offices of the Texas Employers' Insurance Association and the Employers' Casualty Company, the \$3,000,000, 14-story Employers Insurance Building has been scheduled for immediate construction at the northwest corner of Akard and Young Streets. With a frontage of 156 feet on Akard and 100 feet on Young and a ground area of about 17,000 square feet, the L-shaped structure will be built of

structural steel and reinforced concrete.

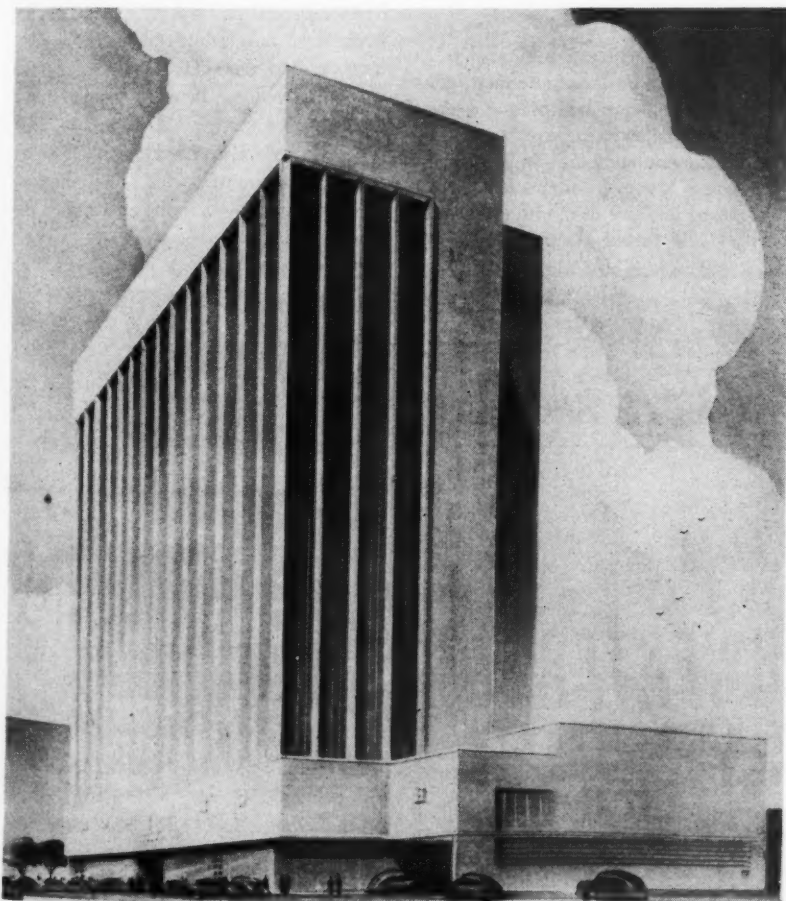
The first two floors will cover the entire ground area and the main shaft will extend upward from the third-floor level to a height of 220 feet. The exterior will be faced with polished granite on the first floor and with limestone on the second floor embellished with colored terracotta seals of the State of Texas. The main shaft will be faced with buff-colored brick and aluminum pilasters. Windows

will be of modern-type aluminum sash, with cast aluminum spandrels; main doors will be of structural glass, and all office doors of aluminum. Besides being ornamental, the aluminum pilasters will be unique in that they will encase the heating and air-conditioning distribution system, introducing heat and conditioned air into each room below the window sills.

The entire building will be air conditioned and acoustically treated. Ceilings will be of light-weight vermiculite plaster, Robertson flooring throughout will provide flexibility of electrical outlets, and an automatic, vertical system of conveying mail and files from floor to floor will be installed. The building will be served by one freight and three passenger elevators, will have a parking area in the basement for the daily storage of company and employees' automobiles, and will utilize the top two stories for housing all of the mechanical equipment.

The building will provide about 106,000 square feet of office space for the two insurance companies, which for more than 30 years have maintained home offices in the Interurban Building and now also have office space rented at two other locations. The building has been designed so that, should the need arise at some future time, the office facilities can be increased by about 60 per cent by extending the main shaft over the second floor level.

**ARCHITECT'S DRAWING** reproduced below shows how the new Employers Insurance Building will look when completed. George L. Dahl, who designed the structure, will supervise construction. General contracts have been awarded to James Stewart Corporation, Dallas, contractor; C. Wallace Plumbing Company, Dallas, for air conditioning, plumbing and heating; Copeland Electric Company, Houston, for electrical work; Otis Elevator Company, for elevator equipment; and Mosher Steel Company, Dallas, for structural steel frame.

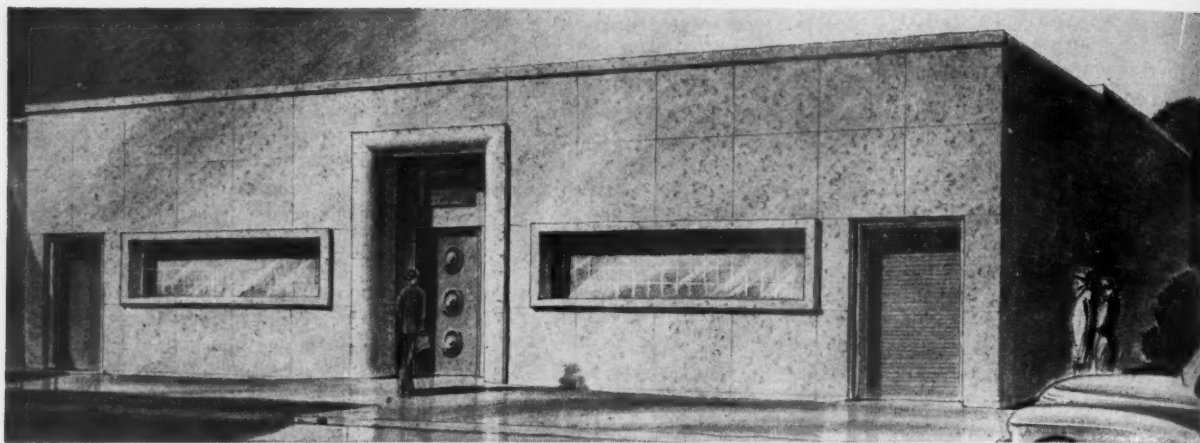


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## New Dallas Plant Built By Universal Mono-Tabular

Universal Mono-Tabular Corporation, manufacturer of specialized equipment for use by the printing industry, has completed its new plant at 706 Olive Street, a one-story building of brick and hollow tile construction, with front exterior of Austin shell stone and glass-block panels on either side of the main entrance.

The structure, measuring 50 by 75 feet, was erected by Henry Bennett, general contractor. Thomas, Jameson & Merrill were the supervising architects. The building is completely air conditioned.

Universal Mono-Tabular Corporation was formed in 1939 to manufacture and distribute the Honig Multiple Broach, a

time and labor-saving device used in the composition of rule forms. The broach was developed by Henry T. Honig, president of the firm, who has spent many years as a craftsman in Dallas printing shops and in operating his own commercial plant. Composition of rule forms by use of the Universal Mono-Tabular Broach is now standard procedure in most plants engaged in this class of work as well as in many commercial printing and newspaper job plants. Distribution of Universal Mono-Tabular products is country-wide. The company has several other allied items under development.

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*Jim Webb*



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**TEMCO's New Swift 125.** Texas Engineering and Manufacturing Company of Dallas began making deliveries this month of its new closed-cabin model Swift 125 airplane, pictured above in flight. The new two-place personal plane differs from the controlled-tower vision model, which the company still will offer, primarily in cabin improvements. The cabin design modifies the overturn structure and adds roominess to the aft part; new window installations increase horizontal visibility; metal has replaced a major portion of the plexiglas in the rear of the cabin as well as in the sliding portions of the canopy; and overall appearance is more streamlined.

TEMCO's low-wing Swift is of all-metal construction, is powered by a 125-horsepower Continental red-seal engine, has retractable landing gear, hydraulic flaps and shock absorbers, aeromatic propeller, self-starter and generator, and steerable tail wheel, possesses a maximum speed of 150 miles per hour, cruises at 140, and has a service ceiling of 16,000 feet and a maximum cruising range of 575 miles.

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**New J. C. Penney Store.** J. C. Penney Company has opened the most modern unit of its nation-wide department store chain in a new, two-story building at 425 West Jefferson in Oak Cliff. Interior view above shows M. E. Lee, manager, who served for 10 years as manager of the old Penney store vacated at 221 West Jefferson and has been with the Penney organization for 27 years.

The new store has a floor area of 26,000 square feet, is air conditioned and fluorescent lighted, has a front finished with white and cream brick and white tile, with windows of modern trim, houses women's furnishings and accessories, shoes,

men's and boys' wear, cosmetics, and candy departments on the first floor and women's ready-to-wear, sports shop, millinery, girls' shop, infants' department, stock space, and general offices on the second floor.

J. W. Seaman has been appointed manager of the men's department of the new store. Paul Price is head of the women's furnishings and piece goods division. Albert Dupree is manager of the shoe department, Lloyd Hawthorne, recently transferred to Dallas from Temple after service at Muskogee and Ardmore, Oklahoma, is assistant manager of the Oak Cliff store.

**Oak Cliff Theater.** The Robb & Rowley chain has announced plans for the erection of a new \$200,000 motion picture theater at 2010 West Jefferson in Western

Oak Cliff on the site of the old Bison Theater, now being razed. The new show-house, fronting 50 feet on West Jefferson and extending back 187 feet, will have a

seating capacity of about 1,000, will have a stadium-type balcony, and will be air conditioned. Pettigrew and Worley are the architects and builders.

ROBERT E. CARD has joined the teaching staff of The Parker Foundation, 3525 Welborn, school for speech correction and remedial education.

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**New Hunt Store.** A third unit has been added to the Hunt Department Store chain in Dallas with the opening of a store at 303 West Jefferson in Oak Cliff. The building is pictured above as it looks after having undergone a \$60,000 remodeling program, which included the installation of large glass doors at the entrances, modern furniture and fixtures, and an elevator.

The three floors provide shopping space for a complete department store, carrying in stock piece goods, ready-to-wear, shoes, clothing, millinery, floor coverings, drapes, appliances, and other lines handled in the downtown store on Elm Street between Murphy and Field Streets.

The firm of Vivrett & Vivrett was the general contractor for the remodeling work. J. A. Pitzinger & Associates were the architects.

Manager of the new Oak Cliff store is G. C. Harrell, Jr., pictured above, who was formerly manager of another Hunt unit at 611 East Jefferson in Oak Cliff. R. T. Hunt, Jr., is head of the Hunt organization. H. Lanham Deal, former business manager of the Dallas Sym-



phony Orchestra, has become assistant manager of the new Oak Cliff store. Mrs. Irena Brackett has succeeded Mr. Harrell as manager of the Hunt store at 611 East Jefferson.

**Weather Merchants.** Tom Dyott and Jim Valentine are co-owners of Weather Merchants, 3133 Ross, a new firm specializing in home and commercial air conditioning and heating. The shop has a maintenance and repair department.

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## Maria de Haro

(Continued from Page 68)

asked E. P. Simmons, president of Sanger Brothers, to offer conversational Spanish as a courtesy gesture on the part of the department store to promote international good will. He liked her plan, but had no idea whether it would be successful or not. However, a small newspaper advertisement resulted in filling the room he had given Miss de Haro for her classes, and store officials had to turn away customers who were unable to find seats. The next week, Miss de Haro was in the store auditorium with 450 chairs

for her pupils. Twice a week for 12 years, she has shown Dallasites that studying a foreign language can be fun.

"People ask me why it is that nearly all Mexicans can speak English, yet those of us to the north of Mexico cannot reply in kind. I think it is because the Mexican feels no embarrassment about the mistakes that always come when one is learning something new. They do not mind being corrected, and they do not mind repetition in order to gain perfection. Americans want to know it before they even try it. You know, Americans are so perfect in everything, they hesitate to

try to speak a foreign language until they've mastered it. They don't like to be laughed at for their errors, nor corrected. As a result, few learn foreign tongues, because the only way to learn is to stumble along, learning pronunciation first, simple words, necessary verbs and nouns, and then make simple sentences to build up the vocabulary gradually."

"I try to teach my pupils the way they want to learn. Why, they are talking about everyday household items and asking each other questions long before they learn to conjugate."

Miss de Haro believes she originated the idea of teaching a foreign language the way a native learns it. "I have taken seriously the plea of my friends who have asked to be taught to speak Spanish the way a child is taught. For that reason, my pupils have accurate accents and excellent pronunciation. They learn to place their tongues—and I make them practice the way their tongues help in the formation of every word."

Here is a typical lesson: Miss de Haro comes on the stage at Sanger Brothers and asks her pupils how they would like to learn about their homes in Spanish. "A house is la casa. Now repeat it. La casa." The students repeat "lah-cah-sah," learning the Spanish inflection. "Now in Mexico, the house is right on the street. It has no front yard—only a back yard. A street is la calle. Repeat after me, la calle." The class mimics "lah-cah-yeh."

Room at a time, object at a time, they pretend to go through the house. Then they go into the yard. They ask how many streets to go before they get to the grocery store, they purchase items at the market, they make change, they call their children in for dinner, and they ask the time of day. It is fun, and they speak accurately before they learn the so-called "fundamentals" of Spanish. Then, using their newly acquired tongue, they begin to break down the verbs into their various parts.

Miss de Haro is gratified that her work of teaching Spanish has been a success. Many universities now offer conversational languages for students either simultaneously with the study of grammar or before grammar is learned. The Army taught all foreign tongues to the GI's in the same manner.

In addition to the classes at Sanger Brothers, which necessarily must be limited to superficial instruction, Miss de Haro conducts private classes in her home, 4218 Newton. She also teaches

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all the little friends of her two children, Anthony and Teresita, as they play in her living room in the evenings.

After noticing that quite often people would spend an hour or two merely asking her questions about Mexico, she decided to begin lectures on her native country, its people, and their customs. She has spoken to organizations all over Texas and has been invited to speak as far away as Pennsylvania, although her rigid schedule will not allow her to accept.

"As do most lecturers, I have a variety of topics that I list as available for clubs—as well as many books of which I enjoy doing reviews—but if the subject Mexico is on the list, that is the one that is selected invariably," she commented.

Miss de Haro's grandmother was a lady-in-waiting to Carlotta, empress during Maximilian's reign, and one of her most treasured possessions is a gold-leaf compote with the famous Maximilian crest.

When the five-foot-two blonde speaks to groups of Texans, she is pretty blunt about the "international facts of life," as she calls them. "Much of the latent ill feeling that has existed between the United States and Mexico for 100 years

is the result of mutual misunderstanding," she says. "I am trying to clear up some of the false ideas Americans and Mexicans have about each other. I enjoy talking to people who want to know about Mexico. And when I take my annual trip to Mexico City to see my relatives and childhood friends, I tell them wherein they are mistaken about Texas and the United States."

A recent issue of *Todo*, prominent Mexican magazine similar to *Life*, was devoted to Texas with the lead article's headline reading translated, "What's Cooking in Texas." Among the Texans discussed was Miss de Haro.

Educated in convents in Mexico, New Orleans, and Dallas, Miss de Haro worked for the late Dr. John O. McReynolds, who

(Continued on Page 86)

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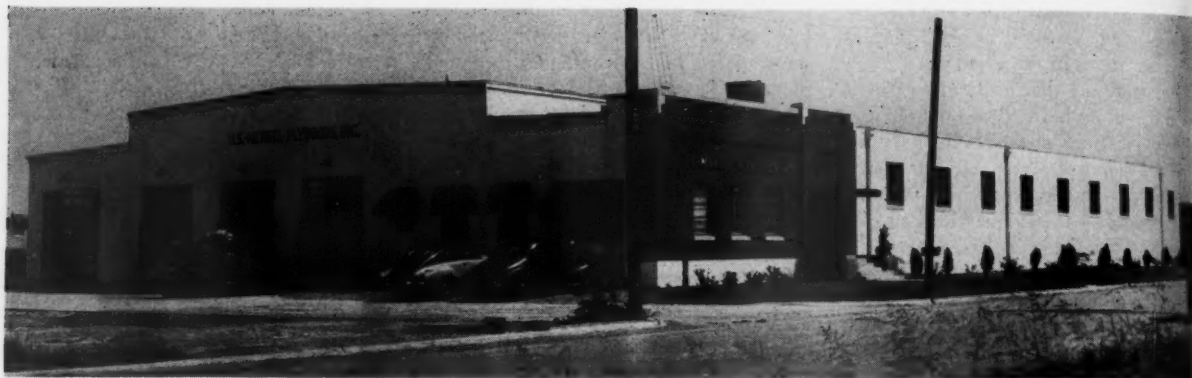
1927 Main Street

5401 East Grand Avenue

2002 Greenville Avenue

504 West Jefferson





**New Home of Plywoods Distributor.** United States-Mengel Plywoods, Inc., is now housed in the firm's new \$100,000 warehouse and office building at 2825 Manor Way in the Air-lawn Industrial Park. Of Haydite block construction, the new building, pictured above, has a frontage of 185 feet on Manor Way and provides 20,000 square feet of floor area. The office portion is faced with brick. The floor of the warehouse is at car-door and truck-floor height. A feature of the new facili-

ties is a display of various kinds of woods, including one of the company's newest products, Weldtex. Raymond E. McKee is manager of the Dallas branch of United States-Mengel Plywoods. The firm is distributor of decorative Micarta, produced by Westinghouse, is wholesale distributor through lumber yards of building products of the Armstrong Cork Company, and also distributes Kemper kitchen cabinets from the Dallas warehouse.

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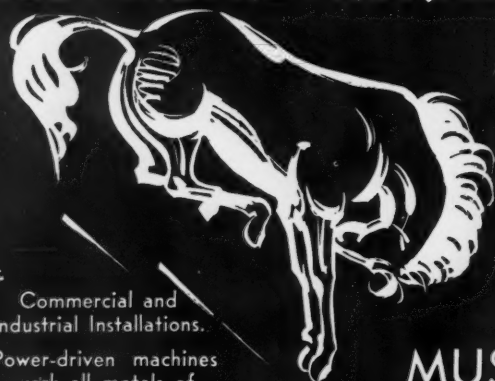
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### Maria de Haro

(Continued from Page 85)

was president of the Pan-American Medical Association, before she began teaching Spanish and lecturing on Mexico. "All of this gave me opportunity to learn much about people from other countries and to see how mistaken they frequently are about each other," she explains.

In all of her work she has continued her use of many languages, and she has encouraged this cosmopolitan atmosphere in her home as well. At 4218 Newton, the de Haros speak English, French, and Spanish, sometimes at the same time.

"Which is bad," Miss de Haro says. "Sometimes, it even gets to the point of 'Passez la salade'... 'Gracias'... 'You're welcome'."

**New Braniff Service.** New domestic flight schedules inaugurated this month by Braniff International Airways in addition to Latin American service provides new service for Dallas including first DC-4 flights into Colorado Springs and Denver, additional DC-6 flights to Houston, and a new combination passenger-cargo service to Chicago.

J. J. KILLMAR, who joined the Republic National Life Insurance Company of Dallas in 1947 after experience in claim work with several casualty insurance companies, has been named assistant manager of Republic National's claims department.





**New Lorch-Westway Building.** Lorch Manufacturing Company and Westway Sportswear, Inc., affiliated concerns, have moved their offices, display and sales rooms, and factories into their new \$500,000 building, fronting 100 feet on Poydras Street and extending 200 feet on Wood Street. Modern treatment of the interior is shown in the view above of a fall fashion being modeled for two representatives of the Parisian store of Oklahoma City, one of Lorch's earliest customers. Pictured, left to right, are William A. Ritzwaller; Lester P. Lorch, president of both the Lorch and Westway Companies; Cherie Farrington; and M. D. Herskowitz.

Of modern design, the two-story building, with basement, is faced with cream and maroon brick, with Indiana limestone and maroon granite trim. The entrance facade is of red marble and Indiana limestone. Both firms have their main offices in the center of the building, which has a total of 60,000 square feet of floor area. The Lorch Company has its cutting and sewing rooms on the second floor, and those of Westway are in the basement.

Mrs. Magdalene Foltz is vice president and advertising manager of both companies, Horace N. Hirsch is secretary-treasurer and sales manager, and Esther Rubenstein is credit manager.

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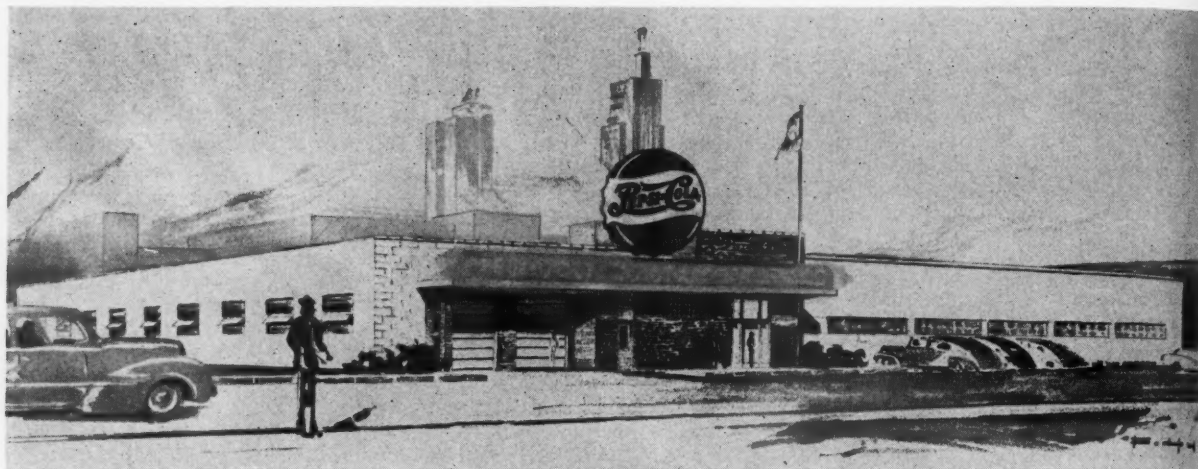
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**New Pepsi-Cola Factory.** Nearing completion is a new \$500,000 structure to house the manufacturing and distributing plant of the Pepsi-Cola Bottling Company of Dallas, pictured above in the architect's drawing. The one-story building of steel and hollow tile construction with brick facing, being erected on a 1½-acre tract south of Canton Street, will front 240 feet along Latimer Street and will provide about 51,000 square feet of floor area for the Dallas operations,

including the bottling of Pepsi-Cola and Evervess and the manufacture and canning of Pepsi-Cola syrup.

To be served by a Southern Pacific Lines spur track, the new plant will become Pepsi-Cola's first major distributing center in the firm's five-state Southwestern area. It is being built by Central Industries, Inc., with E. V. McCreight and Company, Ltd., serving as contractor and designer.

H. P. Griffin has been appointed su-

perintendent of the new factory. Frank Martinson is sales manager, J. C. Pritchett is advertising manager, and Olaf K. Tackle is general manager. The plant will have a capacity of 172,000 bottles a day and will employ more than 100 workers. Pepsi-Cola's Dallas plant is currently serving more than 150 bottlers in Texas, Oklahoma, Louisiana, New Mexico, and Arkansas, including 26 bottling firms in Texas, and operates its own fleet of more than 35 trucks.

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NORMAN FREEMAN, a division merchandise manager for Titcher-Goettinger Company since he joined the store in 1935, has been named to the organization's board of directors.

JOHN J. HILL, graduate of Texas A. & M. College, has become associated as a partner with C. F. SMYERS in the Smyers Spray and Landscape Service, 4323 Wilshire Road.

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## Foreign Trade Inquiries

**EDITOR'S NOTE:** Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

**4B48/R. Ecuador.** Guayaquil firm wishes to import flour from Texas.

**4B48/CGofB. Belgium.** Concerns wish American representatives to handle bridge tables, bicycles, duplicating machines, wicker sewing baskets, and general merchandise.

**1B48/R. India.** New Delhi import-export firm would like to contact American firms interested in exporting the following products: Small arms and ammunition; textiles; weaving and knitting yarn; cut pieces; zinc, copper, lead, and brass metals; empty bottles and containers for all industries; semi-manufactured products of all kinds; saccharine powder, soda-caustic, aniline dyes, and alizarines; sewing machines and needles; cream separators; prefabricated houses; industrial machines for textiles, food canning, biscuits, chocolates and confectionery, agriculture, motion pictures, soap, oils, cycles, glass and crockery; sugar, ice, cement, dairies, and bakeries; pharmaceutical products; radios, fountain pens, cigaret lighters, and refrigerators in parts to be assembled in India; cosmetics in bulk to be repackaged; padlocks; fancy papers; fertilizers and insecticides; clinical thermometers; tiles, marberites, glasses, and mirrors; second-hand clothing; Army surplus stores; imitation jewelry and buttons; safety razors and blades; blankets, rugs, and carpets.

**2B48/OT. China.** Shanghai firm wishes to export Chinese novelties and import heavy machinery, industrial chemicals, dyes, metals, and construction materials, and cotton.

**3B48/CRCM. Italy.** Milan firm wishes to contact American firms interested in importing cutlery in general (table, kitchen, butchers', pen and pocket knives, sport and hunting knives, all in both carbon and stainless steel); scissors and shears for all purposes; tableware and tablesets in chromium plated brass, stainless steel, alpaca, and in silvered alpaca; and drop forged tools for mechanics, masons, painters, and farmers.

**4B48/CofS. Switzerland.** Firms desire American agents to handle pure silk and silk scarves; also sleeping tablets and headache powders.

**4B48/CofS. Switzerland.** Manufacturers wish American representatives to handle the following products: Aluminum ware for household and sport use; precision screws, axles, reels; straw fabrics for the shoe industry; brushes and pencils for hairdressers and beauty salons; stationery; organdy and voile material; metal bracelets for watches; artificial horn (casein) for the manufacture of buttons and buckles; artificial silk fabrics, embroidered curtains, laces for churches, and handkerchiefs; spring scales (dynamometers) and sliding poise scales; stockings for varicose veins; metal working machinery; silk fabrics for ties; calendars with colored photographs; knitted underwear and women's underwear ornamented with St. Gall embroidery; thermometers; rayon, and artificial silk goods; insertions and edgings, laces in burnt-out execution, and embroidered handkerchiefs; cotton and artificial silk ribbons; fabrics for women's and men's coats; carpet yarns; articles for ecclesiastics; worsted for men's suits; organdies; accessories for cycles; photographic papers and accessories; microscopes.

**4B48/T. Galveston.** Importer would like to contact firms interested in purchasing articles made in Japan.

**4B48/C. Cuba.** Concern desires to import fresh eggs from the United States.

**4B48/DyD. Cuba.** Havana firm would like to represent United States firms interested in exporting foodstuffs and hardware.

**5B48/G. Italy.** Milan exporter wishes American agents to handle pure natural silk scarves on a 10 per cent commission basis.

**3B48/R. Trieste.** Manufacturer would like to contact dealers in sponges, automobile spare parts and products for cleaning automobiles and the house; and manufacturers of lithography spare parts, railway wagons, pottery, and sanitary articles in ceramics.

**4B48/S. New York.** Importer wishes local agents to handle Japanese products such as, raw silk, silk piece goods, rayon yarns, staple fiber yarns, Dupioni silk, complete line of brushes, waxes, chemicals, pharmaceuticals, and raw products for the baking and confectionery industry.

**5B48/CofS. Switzerland.** Bellinzona manufacturer desires agents for the sale of surgical scissors.

**5B48/A. Venezuela.** Caracas firm wishes to represent American exporters of textiles; construction materials; electrical and refrigeration equipment; cement; flour; shoes; men's dress shirts, underwear, belts, and suspenders; hats of felt and straw; novelties; sundries; toilet articles; shoemaking materials; women's robes and dresses; men's suitings in palm beach, gabardine, and tweed; canned meat, fish, and vegetables; glass and enamel wares; hardware and paint; automobile accessories; shoe polish and laces; pharmaceutical and chemical products.

**4B48/O. Japan.** Import-export firm desires to represent American exporters of cotton seed in Japan.

**4B48/N. Africa.** Tunis import-export firm would like to contact manufacturers of chemical products and jewelry interested in importing sponges and cuttlefish bones.

**5A48/IAE. New Orleans.** Importer has European cement of standard grey Portland U. S. specifications for sale.

**5B48/OT. New Orleans.** Import-export firm wishes to contact firms handling imported spices and foodstuffs.

**5B48/G. Philippine Islands.** Manufacturer would like to contact buyers of pina (hand-woven material made of pineapple fiber), and luncheon sets made of hand-woven banana fiber.

**4B48/C. France.** Concern would like to contact firms or individuals interested in importing raffias.

**4B48/S. Germany.** Cologne firms wish to import machines, food, textiles, automobile and radio parts and accessories, radio valves, seeds, and typewriters and accessories.

**5A48/IAE. New Orleans.** Importer would like to contact firms interested in importing structural steel from Belgium; also those interested in exporting farm machinery.

**4B48/N. Mexico.** Nogales exporter desires to contact American manufacturers interested in importing fine woods from Mexico.

**5B/48/Z. Salvador.** Manufacturers' representative would like exclusive representation in Salvador for United States' manufacturers, particularly in cotton textiles, Portland cement, construction materials, and wheat flour.



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What Others Say...

## The Power That Is Texas

**By Bill Servotte**

President and General Manager,  
Bay West Paper Company

(Reprinted from the "Hour-a-Day Club Bulletin" of the Bay West Paper Company, Green Bay, Wisc.)

**A**CCOMPANIED by the lady who has quietly, but effectively, exerted a pretty strong influence over my life to date, I recently made a hurried, but most enjoyable swing through the Southwest, driving 3,963 miles and calling on about 30 Mosinee Towel distributors. It was a dandy trip, favored by spring weather with bright sunshine, brilliant flowers, and the hospitality of our good friends along the route.

A great deal could be written about the country through which we drove, and when I dedicate this brief message to Texas, I don't mean to slight the fine people in the other great states we covered. It seems, however, that one just has to think of Texas when he thinks of the Southwest, and, believe me, when you think of Texas, you find plenty to think about!

Consider, for example, that it's just as far across the state of Texas as the distance from Chicago to New York. Give a thought to the fact that Texas is the leading cotton-growing state, that it leads in petroleum production, and ranks first in beef cattle, sheep, mules, and average wool production. And believe it or not, the San Jacinto Monument is the tallest in the world—15 feet higher than the famous Washington Monument!

Much could be written about the industrial development which is taking place in Texas, springing up in cities like Houston and Dallas to the point where one actually gets tired of looking at beau-

tiful new industrial plants, office buildings, and such, and overflowing to the smaller cities which are becoming industrially important in their own right. New structures of every kind attest to the wealth of this great section, and to the willingness of the people to put that wealth to work.

The people—that's what we liked most about Texas! Certainly nature has endowed this great state with rich resources, but the people of Texas have had the foresight and the confidence and the courage to develop those resources and to make Texas the power that it is. While many of us in other parts of the country sit around debating whether we should spend a little money to expand and develop, Texans just go ahead and do it. While we're talking about the need of one or more of our large cities for a new hotel building, we find that someone in Houston has a \$13,000,000 structure almost completed. While we—many of us—debate the advisability of building housing units in these days of high prices, the folks in Texas have gone ahead and built them, hundreds and hundreds of them, ranging from small homes to gigantic apartment projects.

Yes, we liked Texas. We liked the blankets of bluebonnets, the sight of thousands of head of cattle grazing on the range, the beautiful Gulf Coast, and the thoroughly metropolitan cities—but most of all, we liked the People who are the Power that is Texas!

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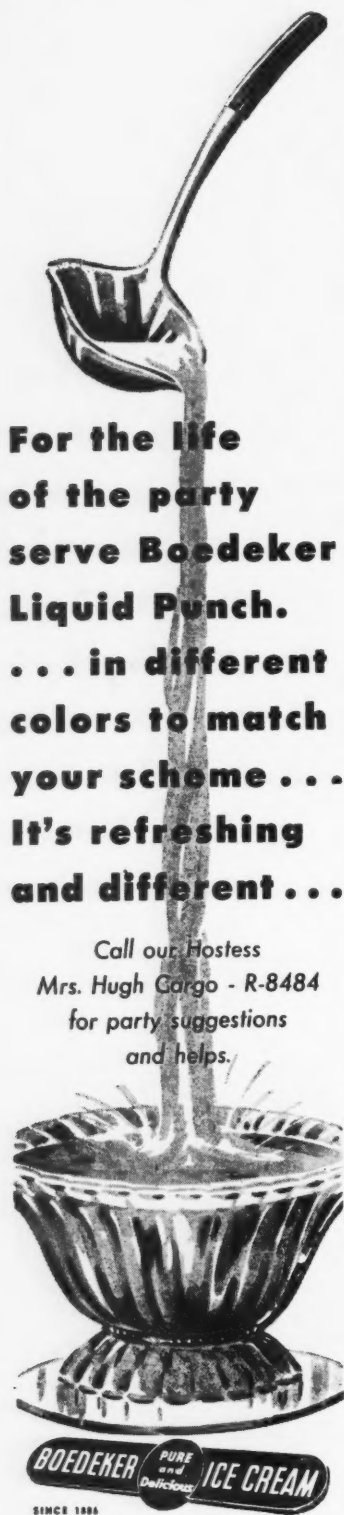
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## BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1869 PADGITT BROS. COMPANY**

Leather Goods—  
Wholesale and Retail

**1869 THE SCHOELLKOPF COMPANY**

Manufacturers and Wholesale  
Distributors

**1872 DALLAS RAILWAY & TERMINAL CO.**

Street Railway

**1872 SANGER BROS. DEPT STORE**

In Dallas Since 1872  
In Texas Since 1857

**1875 DALLAS TRANS. & TERM. WHSE. CO.**

Warehousing, Transportation  
and Distribution

**1875 FIRST NATIONAL BANK IN DALLAS**

Banking

**1876 TREZEVANT & COCHRAN**

Insurance General Agents

**1876 FAKES & COMPANY**

Home Furnishings

**1885 MOSHER STEEL COMPANY**

Structural Reinforcing  
Steel and Machinery Repairs

Established

**1889 J. W. LINDSLEY & COMPANY**

Real Estate, Insurance

**1889 METZGER'S DAIRY**

Dairy Products, Wholesale  
and Retail

**1890 WILLIAM S. HENSON, INC.**

Printing and Advertising

**1893 FLEMING & SONS, INC.**

Manufacturers—Paper and  
Paper Products

**1900 THE MURRAY CO.**

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880

**1900 JOHN DEERE PLOW CO.**

Agricultural Implements

**1902 CULLUM & BOREN COMPANY**

Wholesale and Retail  
Sporting Goods

**1903 ACME SCREEN COMPANY**

Ac-Ka-Me Products, Insect  
Screens, Cabinets, Lockers,  
Boxes and Venetian Blinds

**1903 REPUBLIC INSURANCE COMPANY**

Writing Fire, Tornado, Allied  
Lines and Inland Marine  
Insurance



William S. Henson, president today of William S. Henson, Inc., began his printing career in 1907 as a printer's devil operating a hand press for the Talpa (Texas) Reporter of the type he is pictured looking over at the Dallas Historical Society Museum in the Hall of State at Fair Park. Mr. Henson later worked on newspapers in Marshall, Cleburne, and Fort Worth, and came to Dallas in 1917 to join the Dallas Morning News. He returned to the News after Army duty in World War I and next went with Johnston Printing & Advertising Company; in 1930 joined Colville & Sons, founded in 1890; advanced to vice president and general manager, and in 1938 purchased the interests of the Colvilles and changed the firm name to William S. Henson, Inc.

Established

**1903 FIRST TEX. CHEMICAL MFG. CO.**

Pharmaceutical Manufacturers

**1904 ATLAS METAL WORKS**

Sheet and Metal Manufacturers

**1904 T. A. MANNING & SONS**

Insurance Managers  
Fire — Casualty

**1906 HESSE ENVELOPE COMPANY**

Manufacturers of Envelopes  
and File Folders

**1909 THE SOUTHERN SUPPLY COMPANY**

Wholesale Hardware and  
Industrial Supplies

Established

**1911 GRAHAM-BROWN SHOE COMPANY**

Manufacturing  
Wholesalers

**1912 STEWART OFFICE SUPPLY COMPANY**

Stationers—Office Outfitters

**1913 BROWNING-FERRIS MACHINERY CO.**

Construction Equipment

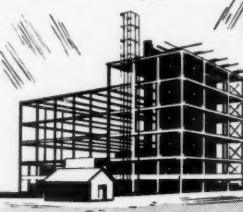
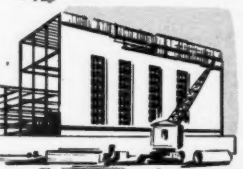
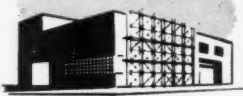
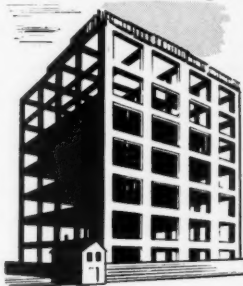
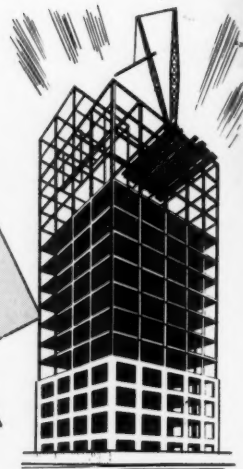
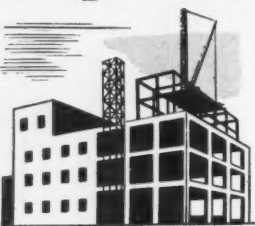
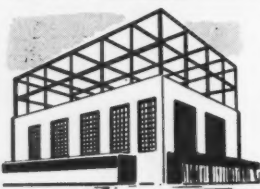
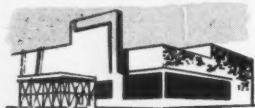
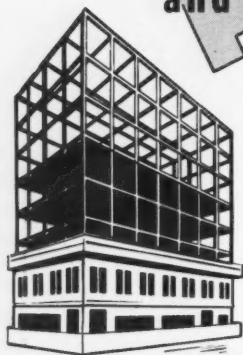
**1914 TEXAS EMPLOYERS INSURANCE ASS'N**

Workmen's Compensation  
Insurance

**1914 HIGGINBOTHAM-BAILEY CO**

Importers - Manufacturers  
and Distributors

# Growing Growing Growing and still Growing



Dallas' rapid growth is measured in its record-breaking commercial and industrial construction activity. Almost everywhere you look construction crews are at work. In industrial areas, scores of new buildings, large and small, are going up.

As Dallas has grown and your needs for electricity have increased, so have the electrical demands on our system. These demands are highest during the summer months because of the large cooling and refrigeration loads which steadily increase as summer temperatures soar.

To help meet these demands we are rushing to completion an improvement program at our Dallas plant. A new boiler and a new cooling tower are being installed. Coupled with this has been the addition of generators capable of producing 6,000 kilowatts. These and other improvements will give us additional power plant capacity which will go a long way toward helping us meet the coming summer's increased demands. By next year one of our two giant new 60,000 kilowatt generators will be installed and ready for use.

Our loyal, skilled employees will be on their jobs during the heat waves. With their skill, and this additional power, we'll be doing our level best to keep Dallas cool... electrically.



## DALLAS POWER & LIGHT COMPANY

# OUR BEST ADS ARE OUR *Successful* CLIENTS

## Our Clients include:

CENTRAL POWER & LIGHT CO.  
CHICAGO & SOUTHERN AIRLINE  
CRAZY WATER CO.  
GULF BREWING CO.  
Grand Prize Beer

GULF STATES UTILITIES CO.  
HAMBRO TRADING CO.  
OF AMERICA, INC.

C. S. HAMILTON MOTOR CO.  
JNO. W. HENSON & SONS  
HOUSTON LIGHT & POWER CO.  
HOUSTON TRANSIT CO.  
R. G. LE TOURNEAU, INC.  
S. H. LYNCH & CO.

Rolls-Royce Motor Cars  
Bentley Motor Cars  
Famous James Motorcycles  
Seeburg Music Systems  
MG Sport Cars  
Imported English China  
Imported Irish Linens

MARCY LEE MANUFACTURING CO.  
NATIONAL CITY BANK  
PAGE BOY MANUFACTURING CO.  
RADIO STATION KRIS  
RADIO STATION KXYZ  
RING & BREWER CO.  
SEARS, ROEBUCK & CO.  
SHEBA ANN FROCKS  
SOUTH TEXAS  
COMMERCIAL NATIONAL BANK  
SOUTHERN PACIFIC RAILROAD  
TEXAS POWER & LIGHT CO.  
TEXTLITE, INC.  
UNITED ADVERTISING CORP. OF TEX.  
UNITED SHOE STORES  
.. and Others.





## WILHELM-LAUGHLIN-WILSON

AND ASSOCIATES

304 Melba Bldg. *Advertising*

DON L. BAXTER, Vice-President and Manager

★ HOUSTON, Esperson Bldg.

★ NEW YORK, 57 Park Ave.

★ MEMPHIS, Farnsworth Bldg.

★ LOS ANGELES, Taft Bldg.

★ HAVANA, 360 San Nicolas





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Periodical Division  
1926 Commerce St  
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Permit No. 1579

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**MERCANTILE**  
**NATIONAL**  
**BANK**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

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579